

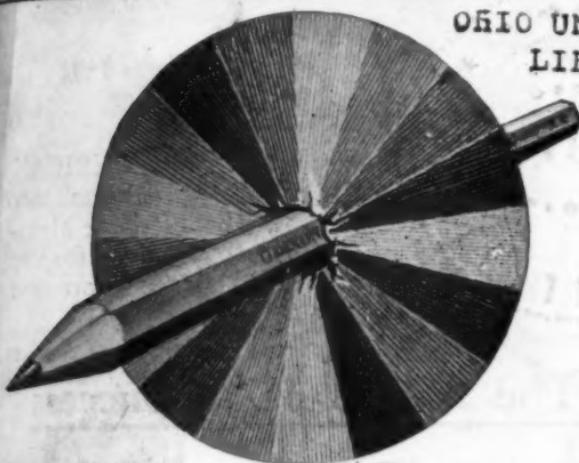
# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

Vol. CVII, No. 8

NEW YORK, MAY 22, 1919

10C A COPY



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## A Picture of Progress

IMPORTED drawing pencils were one of the first victims of the war. Especially were technical men and artists concerned, as they had largely depended upon foreign pencils for their fine work.

One day many of the foremost among these men received sample drawing pencils in unmarked cedar. They were requested to test them severely. To compare them with any drawing pencil, foreign or home made.

Almost unanimously, certainly enthusiastically, they declared it "*the master drawing pencil*"—a distinct *American Achievement*.

Our valued friends, the Joseph Dixon Crucible Company, had contributed this signal service to the pencil users of America. Naturally such a light should not be hid under a bushel. Advertising Headquarters was given the privilege of introducing the Eldorado and promoting its sale.

How well we worked together is evidenced by the fact that the Eldorado is now the most trusted friend of thousands of leading technical and business men, artists and writers.

It is always a pleasure for us to help sponsor a worthy newcomer towards the pinnacle of progress and success.

N. W. AYER & SON  
ADVERTISING HEADQUARTERS  
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



**T**HOMAS' REGISTER OF AMERICAN MANUFACTURERS is the only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article—more than 70,000.

## The A-B-C of Its Success

### **(A)—FULLY 90% OF THE REPORT**

expended in the production of this work during the past ten years has been directed towards making it an **indispensable Reference Book for Buyers.**

### **(B)—Result of A**

A large portion of the important Purchasing Powers throughout the United States and many abroad refer to it to find American sources of supply as instinctively as they look at the clock for the time of day. They all **wanted it, ordered it and paid for it.** No free distribution.

### **(C)—Result of B**

Its advertising clientele now totals 2054 Manufacturers, etc., who carry 5438 advertisements therein. No single issue of any other trade publication has ever exceeded this record, and, with only one exception, none other has ever come within 60% of it. This comparison includes all trade publications, weekly, monthly or any other kind ever published, anywhere.

**THOMAS PUBLISHING COMPANY**  
129-135 Lafayette St., New York City

BOSTON  
Allston Sq.

CHICAGO  
20 W. Jackson Blvd.

SAN FRANCISCO  
433 California St.

LONDON  
24 Railway Approach

# PRINTERS' INK

*Registered U. S. Patent Office*

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VOL. CVII

NEW YORK, MAY 22, 1919

No. 8

## Are Your Salesmen Talking "Conditions?"

Get Them on Another Tack, for the Sake of Better Business

By Maxwell Droke

"DON'T talk conditions! If a dealer starts a discourse on Bolshevism, prohibition, or the squabbles of capital and labor, switch him, as soon as possible, to baseball, chorus girls, or preferably the product you are selling!"

I have given that advice to our salesmen because I firmly believe that any salesman who spends time nowadays talking conditions is flirting with one of the most potent sales-quota reducers known to the selling fraternity.

I know what I am talking about. It is part of my job to keep posted on the retail situation. And in the past few months I have seen more orders lost or curtailed as a direct result of "conditions" talk than perhaps through any other cause.

In the first place, a conditions talk to-day offers too many loopholes—plausible or unplausible—for pessimism. That is because there are a multitude of unsolved problems cluttering up the lime-light area. Psychologists assure us it is only natural to distrust the things we do not understand or cannot see.

The ultimate solution of these problems is a mystery. Therefore, the average man naturally looks upon them with distrust. A discussion of the conditions surrounding these problems tends to conjure up grim forebodings and an "I-don't-know-what's-going-to-happen-but-I'll-play-safe" attitude. Men in that frame of mind aren't

going to run hog-wild when it comes to placing orders.

Time was when national conditions played mighty little part in retail buying and merchandising. Back in my kiddish days, about the biggest thing that ever happened in the "conditions" line was a national election, every four years.

The drummers used to loaf around on soap boxes in those days and discuss with the store-keeper the relative chances of Bryan and whoever happened to be opposing him at the time. When the talk was over, out came an order book, and the merchant signed up for his usual requirements. Full well that dealer knew that he would sell about the same quantity of flour, sugar and coffee, regardless of who "saved" the country by gracing the Presidential chair.

But that was before the war came along and turned our world upside down. It's wonderful the way that war succeeded in shortening distances. New York and Chicago are no longer mere dots and circles on the map to the cross-roads merchant. South America used to be located somewhere in the hazy distance. Now she's our next-door neighbor. England is just across the street. And China is around the corner in the next block.

The news in this morning's paper on any one of half a dozen national or international questions may determine, to a large degree,

the small-town merchant's buying mood for the day. The wise salesman isn't taking any chances with that news and its possible effect upon the dealer. His sage conclusion is that the best thing he can possibly do is to forget all about political and economical problems, and content himself with explaining to Mr. Dealer just why a certain patented attachment on the So-Easy sewing machine makes it positively and absolutely the best mechanical seamstress in the known world.

They start so innocently, those discussions on conditions. A sentence, a phrase, sometimes even a single word can start the storm clouds of doubt a-rolling up in the East. Then comes the thunder shower of pessimism. And the worst of it is that the salesman as well as the merchant is mighty apt to get all wet and woe-begone. His gizzard, or something, shrinks up in the gloomy atmosphere, and he hasn't got enough fighting spirit left to pull Mr. Dealer out of the doldrums and back into Order Book Land.

#### A TACTFUL MAN WOULD AVOID THESE DANGER SPOTS

Of course, certain topics show more decided T. N. T. characteristics in one locality than in another. Let's consider any one of several large Middle Western cities that derive considerable revenue from the manufacture of intoxicating beverages. Walk up to a retail merchant in one of those localities and start a discussion on the forthcoming national prohibition, and you promptly knock all of the sawdust out of his rag doll. He sees idle manufacturing plants, hosts of unemployed, and other equally indigo-hued visions. Meanwhile, your chances for landing a nice, fat order fall a couple of dozen degrees or so.

Speak of the cotton situation to a dealer south of the Mason-Dixon line and if it happens to be a bad year you might as well pack up your samples and depart extensively elsewhere. Your goose is cooked—badly scorched, in fact.

Nor is this situation confined to

the retail field. Salesmen of every character meet up with it day after day. A little judgment and tact is all that is necessary to avoid dangerous pitfalls. The present railroad tangle, for instance, would scarcely be an appropriate subject for a salesman to venture to discuss with a man who was known to be a very heavy holder of transportation stocks.

Just the other day I heard of an instance where a salesman talked himself right out of a nice fat commission check. This salesman had called on a friend of mine to interest him in an article that usually ranks in the luxury class. He was making good headway, and a sale seemed fairly certain. Then, just to prove that he was up on conditions, this salesman began to talk about the income tax. That set my friend thinking about certain heavy taxes he would soon be forced to pay. The upshot of it was that he decided to put off the purchase of the article in question. The salesman agreed to call back later. But in the interval a rival salesman dropped in and landed the order.

The utter uselessness of this conditions talk is the feature that impresses me most forcibly. If we are out to sell goods, let's specialize on making sales and forget about national and international affairs. Here's the way I recently summed up the situation in a bulletin to our salesmen:

"Not long ago I spent half a hour watching a specialty salesman trying to sell a retailer a bit of goods.

"He was rather a likable chap that salesman. He was representing a well known, nationally advertised product. But his sales talk—

"Well, as a matter of fact, he didn't have any. Honestly, men that fellow was so busy talking about reconstruction, Bolshevism and such-like things that a casual bystander would have concluded he was out selling a spring line of conditions for Future & Dainty, Inc.

"A conversation on condition



ADVERTISING could not make this manufacturer a leader. Half a century of producing and marketing experience had already done that.

He had been the pioneer in his field. He had watched the business grow steadily and satisfactorily. He had kept abreast of the times—added to his line. He had advertised.

Four years ago we became his advertising counsel. An important decision was made—to cease manufacture of all products except one. Incidentally the character of the advertising changed.

In three years the volume of business increased six-fold.

*Better advertising is usually the result of better judgment behind the advertising—somewhere.*

THE H. K. McCANN COMPANY  
Advertising      61 Broadway      New York  
CLEVELAND      SAN FRANCISCO      TORONTO      MONTREAL

is just about the easiest thing in the world to start, nowadays—and the hardest thing to stop. Time spent in such talk is worse than wasted. It can't do any good and it may do a heap of harm.

"Probably your customer is a natural pessimist anyway. Most human beings are. By the time you have exchanged opinions for a quarter of an hour, Mr. Dealer is absolutely certain that the world is rapidly going to the dogs. He begins to reflect that there isn't much use in placing a big order right away. Civilization is more than apt to walk out of the back door, without the usual ten days' notice, and leave him with all of that stock on hand.

"And unless you—the salesman—are an eighth wonder of the world, that subtle, deadly potion, 'conditions' talk, will get you, too. You'll find your backbone giving way. You'll be lacking in confidence, initiative and courage to fight, just when you need qualities to overcome dealer inertia.

"And what's the good of it? *To hell with conditions!* We are selling soap and toilet articles, aren't we? All right then, let's sell 'em first, last and all of the time.

"Maybe civilization is going to expire. I dunno. But until it does cease to exist, most folks will go right ahead raising cabbages, commotion and kids, just as they have been doing for a couple of dozen centuries, more or less. Also, they are going to continue to use about the same quantities of soap and toilet articles as heretofore. Don't overlook that fact.

"From present indications, this old world, with careful nursing, will be able to last the year through. And that will give us a chance to make the 1919 quota!"

Don't misunderstand me, folks. I'm thoroughly sold on the future of this world of ours. And I want to be counted right in with the most optimistic of the optimists. The problems of reconstruction that have us all on edge will be righted in good time. The sun of Better Business that is even

now peeping from behind the clouds will soon be shining full blast. All in all, there's plenty to be cheerful about. But—

If all this be true, you interrupt, why not beat the dealer to it? Urge your salesmen to talk conditions—and take the sunny side of the street. Relieve the dealer's mind with a thoughtful, convincing set of reasons for being optimistic.

#### THEY CAN'T KEEP THE TRACK MARKED OUT

I'll admit that it looks like a good bet to play. But let me answer your query by propounding another question. How many salesmen in your organization are capable of carrying out this work?

It's all very well for the home office folks to conduct these campaigns for confidence. They are in position to line up an imposing array of facts and figures. The dealer is impressed. And almost before he knows that anything has happened he is convinced that "God's in His Heaven: all's right with the world."

But the average salesman isn't a political or business economist. There's no reason to expect him to be one. And if he doesn't know what he is talking about, he can't get very far in persuading someone else. He may start in with all kinds of pep, but by the time he has been interrupted half a dozen times with embarrassing questions and wet-blanket comments from some naturally pessimistic dealer, his enthusiasm will fade to an alarming degree.

And so now you have my reasons for our "Don't Talk Conditions" campaign.

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#### F. W. Kellogg Retires as Publisher

F. W. Kellogg has retired as publisher of the San Francisco *Call and Post*, and has been succeeded by John Francis Neylan, ex-chairman of the State Board of Control. Mr. Kellogg announces he will become associated in the management of the Los Angeles *Express*.

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*The New France*, published in New York, beginning with the current issue will appear under the name of *Victory* and *The New France*.

# Reorders and Increases

A very satisfactory evidence of the substantial character of the audience of readers offered by THE AMERICAN WOMAN was shown in the recent receipt of a letter from an executive of one of the largest and highest priced correspondence schools in the country. After mentioning the highly satisfactory returns from their advertising in THE AMERICAN WOMAN, he stated that for the coming season, THE AMERICAN WOMAN was scheduled for their maximum copy.

This is another of those Repeat Orders that we are so proud of—in this case an increase over the last order.

For reaching the substantial women of the small towns, THE AMERICAN WOMAN with 86% of its circulation concentrated in towns under 25,000 offers an ideal medium with a lower page rate per thousand circulation than obtains elsewhere in this field.

## THE AMERICAN WOMAN

*"A Real Magazine of the Small Towns"*

Member of the Audit Bureau of Circulations.

Western Advertising Office

W. H. McCURDY, Mgr.

30 N. Dearborn Street, Chicago, Ill.

Eastern Advertising Office

W. M. F. HARING, Mgr.

Flatiron Building, New York

# Why Service Suffers When Sales Competition Is Removed

War Railroad Experience Shows Competition Not the Besetting Sin That Was Supposed

By J. G. Condon

WHEN the present experiment in Government control of railroads comes to an end will the owning corporations resume the competition for business which existed before the lines were taken over by Uncle Sam?

The question is a vital one to thousands of railroad traffic men, to the salesmen of the railroads, to railroad advertising men, to all those who have handled transportation publicity, and, in fact, to every shipper and to every buyer of a shipped product. That means everybody.

There was a time when competition was held up as one of the many besetting sins of American railroads. The railroads seemingly were full of besetting sins, if those who clamored for Government ownership were to be believed, but few were viewed with greater alarm than "the wasteful competition, which made necessary extensive advertising campaigns and the maintenance of high-priced organizations of solicitors."

Believers in Government ownership do not clamor so loudly now. Uncle Sam's wartime essay at running the railroads has put a soft pedal on most of the loudest shouters. They have harkened to a real *vox populi* raised in unquestionable protest.

The voice has been heard in no uncertain terms, and a major part of its cry for a return of the railroads has been for a restoration of the old methods of competition—with transportation lines striving actively for business and seeking to give patrons a character of service which will warrant more business. Special correspondents of the New York *Evening Post* all over the United States, told to seek the opinions

of business men in their various communities in regard to the Railroad Administration, almost to a man reported the demand for a return to competitive conditions.

"As for shippers," typically wrote the newspaper's representative at St. Paul, in reference to the public's attitude on the transportation problem, "they are unanimous for the quick return of the railroads to their former owners. Ask them why and they will tell you: 'Highest rates coupled with the poorest service in thirty years'. They miss the little niceties of the pre-war system. For example, it used to be the custom for the 'off lines'—that is to say, for the roads which did not run into St. Paul, like the Pennsylvania, the Lehigh and the New York Central—to maintain representatives here and in the other large centres of the West. These representatives were in the habit of calling on the shippers and assisting them in the routing of their goods. They were the repository of a great deal of traffic information which was of the highest value to shippers who leaned on them constantly for advice and counsel. When the Government took over the railroads these 'off line' agents were removed and naturally shippers miss them."

## NOT UNSELFISH BUT NEVERTHELESS BENEFICIAL TO SHIPPERS

A noteworthy tribute to the value of competition. No one will credit a railroad management with altruistic reasons for maintaining an "off line" agency. It was the agent who became the guide, counsellor and friend of concerns with business to ship that was most valuable to the management employing him.

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Brooklyn subscribed \$92,646,050 to the "V" Loan.

This ninety-two millions represents 154 per cent of Brooklyn's quota.

That is the way Brooklyn people do things; they co-operate, they respond, they are American.

More of them read the Standard Union than any other Brooklyn paper.

And don't forget that the ninety-two millions isn't all they have to spend.

That the sentiment of the business world has not been lost upon the heads of the railroad corporations is a matter of importance to advertising men. Many have watched with apprehension the erection of a system of centralized control which has abolished all forms of competition, sent solicitation to the discard and scattered to the four winds the good will certain progressive lines had built up at the expense of their less forward-looking competitors.

Would Government control, even though it was only temporary, permanently abolish competition, which included competitive advertising? The question was asked by many advertising men.

The answer is coming to light.

In the annual report to the stockholders of his corporation, E. E. Loomis, president of the Lehigh Valley Railroad Company, discussing the questionable effect upon the future revenue of his company of the consolidations, combinations and pooling of facilities and equipment in which his line has participated by orders of the Railroad Administration, says:

"Similarly the discontinuance of the solicitation of traffic has left your railroad without representation in important business producing centres where it previously had built up good will of great value."

Advertising men will see a good omen in Mr. Loomis' remark as they will in a recent statement of his addressed to railroad traffic men.

"When the railroads are returned," he said, "I believe a most important field will be open for traffic men; a field fraught with big opportunities."

"Service to-day is one of the greatest cries of the shipper, and satisfactory service goes hand in hand with competition and traffic solicitation. Once rates are properly equalized, a shipper or receiver of freight has no serious cause for complaint. It is only when he is not on a fair basis with his competitors that he can, consistently, bring forward the

rate question and place it on a parity with that of service.

"Traffic men are the representatives in railroad organizations of the public they seek to serve. No railroad can hope to hold the friendship of its patrons without a thorough knowledge of their wants and a realization of their problems. Herein lies the opportunity of the traffic men."

Close following upon Mr. Loomis' words of encouragement comes the announcement that the Railroad Administration itself plans the expenditure of \$1,000,000 for advertising during the coming summer. Competition or no competition, business must be obtained and advertising naturally is the medium sought.

In the meanwhile all of the progressive companies, even though they have no hand in railroad operation at the moment, are jealously guarding the good will their lines previously enjoyed and overlooking no opportunity to better it—to their resulting good when the roads are once more under their direction. It has been reported that many railroad companies—the corporate organizations—have high officials keeping in touch with big shippers and receivers of freight, only to insure that their lines will not be forgotten in the future on the routing of business. Rumor has it that several have offices for their traffic men already rented in important business-producing centers, and that announcement of the return of the roads by Director-General Hines will be a signal for the opening of a great competitive campaign the like of which the country has seldom seen.

Business rivalry of this character cannot but mean new activity for advertising in all of its branches.

#### GOOD WILL THE GOVERNMENT WOULD HAVE DIFFICULTY IN BUILDING

Importance of good will to a railroad, in the estimation of its directors, recently was shown in impressive fashion by the act of the Pennsylvania Railroad Com-

You Have a Standing  
Invitation to  
**Call and Inspect  
Our Plant  
and  
Up-to-Date Facilities**

You will find upon investigation that we appreciate catalogue and publication requirements, and that our service meets all demands.

Day and  
Night  
Service

The best quality  
work handled  
by daylight



One of the largest and most completely equipped printing plants in the United States

**Printing and Advertising  
Advisers and**

**The Co-operative  
and  
Clearing House  
for Catalogues and  
Publications**

We assist in securing catalogue compilers, advertising men, editors, or proper agency service, and render any other assistance we can toward the promotion, preparation and printing of catalogues and publications.

# CATALOGUE and PUBLICATION

## PRINTERS

ARTISTS—ENGRAVERS—ELECTROTYPEERS

**Make a Printing Connection with a Specialist  
and a Large and Reliable Printing House**

Business Methods and Financial Standing the Highest.  
Inquire Credit Agencies and First National Bank, Chicago, Ill.

### OUR SPECIALTIES

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists
- (7) Also Such Printing as Proceedings, Directories, Histories, Books and the like. Our Complete Printing Equipment embraces:

**TYPESETTING**  
(Linotype, Monotype and Hand)

**PRESSWORK**  
(The usual, also Color and Rotary)

**BINDING**  
(The usual, also Machine Gathering, Covering and Wireless Binding)

**MAILING**

**ELECTROTYPEING**

**ENGRAVING**

**DESIGNING**

**ART WORK**

If you want advertising service or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you. If desired, we mail your printed matter direct from Chicago. Let us estimate on your Catalogues and Publications.

### Proper Quality

Because of up-to-date equipment and best workmen.

### Quick Delivery

Because of automatic machinery and day and night service.

### Right Price

Because of superior facilities and efficient management.

*Our large and growing business is because of satisfied customers, because of repeat orders.*

We are always pleased to give the names of a dozen or more of our customers to persons or firms contemplating placing printing orders with us.

Don't you owe it to yourself to find out what we can do for you?

Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

### USE NEW TYPE

#### For CATALOGUES and ADVERTISEMENTS

We have a large battery of type casting machines and with our system—having our own type foundry—we use the type once only. We have all standard faces and special type faces will be furnished if desired.

#### Clean Linotype and Monotype Faces

We have a large number of linotype and monotype machines and they are in the hands of expert operators. We have the standard faces and special type faces will be furnished if desired.

#### Good Presswork

We have a large number of up-to-date presses—the usual, also color presses and rotaries—and our pressmen and feeders are the best.

**Binding and Mailing Service**  
We have up-to-date gathering, stitching and connecting machines, also do wireless binding. The facilities of our bindery and mailing departments are so large that we deliver to the post office or customers as fast as the presses print.

**(We are strong on our specialties  
Particularly the Larger Orders)**

**ROGERS & HALL CO.** Polk & La Salle Sts., CHICAGO  
Phone Wabash 3381—Local and Long Distance

pany at the height of the railroad financial stringency, close following upon the adjournment of Congress when the Director-General was left with a big deficit on his hands and no appropriation. It was a matter of common knowledge that many important industries were seriously affected by the condition of the Railroad Administration's treasury. They had bills which were past due and were urgently in need of funds. At the moment the Director-General could offer them nothing more than promises.

Pennsylvania Railroad officials found many manufacturers along the line of their system in difficulties as a result of the situation. If the Railroad Administration did not pay them their bills soon, they would be forced to close down. The Pennsylvania saw an opportunity and went to the relief of its neighbors—the business men located along its lines.

The company pledged its own securities and borrowed \$22,000,000, which it in turn loaned to the Railroad Administration with the understanding that this sum would be used exclusively in paying obligations due business interests located along the lines of the Pennsylvania. As a result bills for coal and other materials and supplies were paid and a grave financial strain in an important industrial centre was relieved.

#### WON'T BE FORGOTTEN LATER ON

The importance of this move and its meaning in the future history of the Pennsylvania Railroad Company has not been overlooked. One newspaper commentator on the incident said:

"The Pennsylvania Railroad Company has promptly borrowed \$22,000,000, not to pay its own bills, but to hand over to the Government to pay the vouchers incurred for the purchase of fuel, materials and supplies. This relief to the manufacturers in this region between the Mississippi and the Atlantic who have sold these supplies to the Government will be very extensive, and should be a safeguard against non-em-

ployment and lack of confidence. "The gratitude of the supply men, and there are thousands of them, to the Pennsylvania Railroad Company for coming to their rescue ought to be great. For months they have knocked at the doors of the Federal Administration who are operating the railroad systems and asked for payment, but without results because the Government could not furnish the money."

It will be noted that the action of the company is shown to be far-reaching. The mechanic who would have faced idleness with the shutting down of his employing industry has been saved this cut in income by the action of the directors. This is creating a good will of the greatest proportions.

It is easy to apply the moral to any business. Sane competition nearly always accelerates a business. Especially is competition in service good for an industry. Distinctive features in the product and in the service—advertisable features—grow out of such competition. Where there is no rivalry in a field a dead level of mediocrity is likely to result. This will always, at least while society is as at present constituted, remain the one unanswerable objection to Government ownership or to any other system that puts service in the exclusive hands of an absolute monopoly.

#### Dilg Associated With Gardiner & Wells Co.

Will H. Dilg has been added to the organization of the Gardiner & Wells Company, New York. For the past twenty years he has been at the head of the Will H. Dilg Advertising Company, Chicago.

In 1895 Mr. Dilg was the publisher of *Up To Date*, one of the early three-color weeklies.

#### J. T. Wolohan Made Sales Manager

John T. Wolohan has been made sales manager of the American Writing Paper Company, Holyoke, Mass. He succeeds A. C. Lamb, resigned, who was with the company for twenty years. Mr. Lamb will enter into business for himself in Boston. Mr. Wolohan has been with the company for many years

## Advertising Appropriations Are Great Because Advertising Results Were Never So Colossal

Of all forms of advertising that have shared in this epochal increase, probably Poster Advertising has scored the greatest growth.

And the answer is simple.

In the war time days, when scarcity of raw materials rendered full service impossible and traffic troubles rendered shipments to other places impracticable, the advertiser awoke to the need of a medium that could quickly and thoroughly cover just the points wanted, without the cost and waste of a general, non-specific circulation.

And they found that the Poster exactly answered all their requirements—that it could cover a mile or a map with equal thoroughness and that it was done with a force and a directness that no other medium could approach.

So Poster Advertising has grown by leaps and bounds.

Are you interested in this logical publicity?

We will appreciate the opportunity of demonstrating its value to you or in advising against its use just as frankly in case it should not meet your needs.

### IVAN · B · NORDHEM COMPANY

*Poster Advertising in the United States and Canada*

8 West 40th Street      New York City  
Bessemer Building      Pittsburgh, Pa.

Offices in Chicago and Minneapolis

Canadian Representative  
THE WADSWORTH-NATHANSON CO.  
TORONTO, CAN.

*The biggest  
month in  
Collier's history*

*More Than a Million a Week*

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*May, 1919, is the biggest  
May in Collier's advertising history.*

*May, 1919, is the biggest  
month in Collier's advertising history.*

*Definite orders now scheduled for 1919 represent more business than Collier's has published during any entire year in its history.*

# Collier's

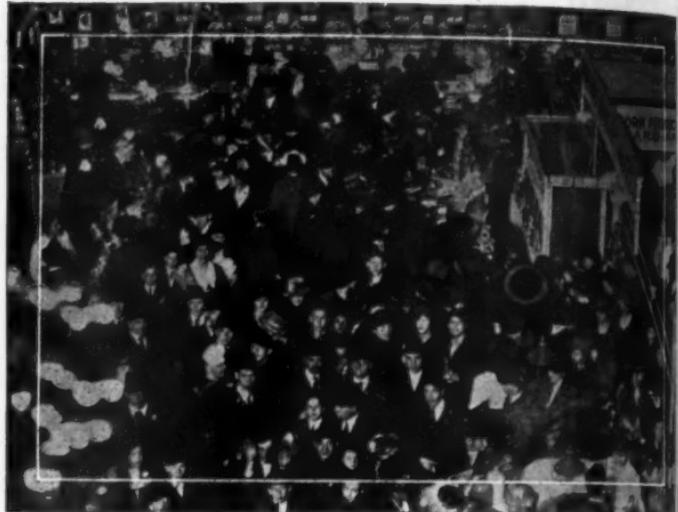
THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

52                      Year  
More Than ~~a~~ Million a Week

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## Use The NEWS to Get Distribution in Baltimore



*Just a small section of the main floor of The Lyric, Baltimore's largest auditorium, during The NEWS Pure Food Show, Feb. 6-15, 1919.*

GETTING distribution in Baltimore would be like getting distribution anywhere else were it not for the very effective merchandising plan of The Baltimore NEWS. It is THIS plan that practically assures you a sharp, quick entrance into dealer interest BEFORE A LINE OF YOUR COPY APPEARS IN THE PAPER! And the beauty of it is, it can all be accomplished on a single-appropriation, one-paper basis.

Can The NEWS put over a proposition of this sort on its own circulation and prestige alone? The NEWS dominates the local field sufficiently to produce 50,000 attendance at the most successful food show Baltimore has ever held—crowded every day and evening for nine days, February 6-15, 1919—and selling as high as \$20,000.00 worth of previously little-known goods for one exhibitor AND WITHOUT A LINE OF ADVERTISING OR PUBLICITY IN ANY OTHER BALTIMORE PAPER!

The NEWS carries a larger volume of display advertising than any other Baltimore newspaper.

The NEWS in April carried over a million lines of paid advertising—a gain of 355,800 lines over April, 1918—the largest gain made by any Baltimore newspaper.

A paper with such circulation and prestige can put over YOUR proposition—and with greater satisfaction and LOWER COST to YOU!

# The Baltimore News

Over 100,000 net paid Daily and Sunday

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

Frank A. Welsh  
Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg  
Chicago

# Handshake Copy Helps Increase Sales Five Hundred and Fifty Per Cent

How Dealer in Crowded Field Took Business out of Rut by Close Up Copy Appeal

By Roy Dickinson

BRINGING the handshake into the advertising copy, getting the human interest element out of an inanimate object, with no generalities, but plenty of plain, specific facts, has increased Bradford's sales 550 per cent. Bradford is a Locomobile dealer in New Haven, Conn. He is up against the same problem that every other dealer of automobiles faces in disposing of second-hand cars traded in for new ones. Before 1917, Bradford looked on his used car department more or less as a necessary evil, and often times a source of loss to his business. He had been so busy selling new cars that the merchandising of second-hand cars in a new and unique method was something that had not yet been taken up. When Bradford used to conduct a grocery and market back in Grand Rapids, Michigan, years ago, he ran a series of advertisements which produced results. They, too, were full of meat and had a kick in each piece of copy.

"When I ran the Western Meat & Provision Company in Grand Rapids, I was a subscriber to PRINTERS' INK, and it was a great help to me in making up little ads which I used to run almost daily in the Grand Rapids papers," said Mr. Bradford. "And one morning I was pleased to receive a letter from PRINTERS' INK, in which they stated they were reproducing one of my little ads in their current issue, and they complimented me upon the advertisement. When I finally got in a business for myself once more in 1911, after running branch houses for a Chicago packer, at first I had no opportunity to write ads, because the automobile manufac-

turers prepared special advertising and sent it to all their dealers, but when we tackled this 1919 sale of used cars, it was something that we had to work out ourselves."

#### COPY IS A REPRODUCTION OF MR. BRADFORD'S HANDWRITING

Mr. Bradford, who wrote the copy himself, is too modest to attribute the phenomenal success of the 1919 sale to his advertising. But when men telephone from all over Connecticut and people travel from different cities to look over a used car sale, it is worth while to take a look at the copy. The advertising for each car is reproduced in Mr. Bradford's own handwriting in the newspapers of Connecticut. It is friendly and informal, but specific. Listen to this one:

"We took a 1915 '38' Locomobile chassis to the factory and had it rebuilt.

"Then we sent it to Armstrong's for a body, and say: I got a look at it in the paint shop yesterday, and believe me, it looks 1919 from every angle.

"New style headlights, crowned fenders, wire wheels, cord tires and the smartest looking custom built 'sport type' body you ever saw.

"The radiator is Rolls-Royce type, finished in bright nickel; the painting Denmark blue with black top, lamps, wheels and windshield, and the result a distinguished individual sort of car that won't be duplicated.

"You'll have to 'phone Colony 2345 for the price and delivery date.

BRADFORD,  
400 Crown St."

That last line holds out alluring bait and is teaser copy that it takes

a strong man to resist. Here is another one:

"It got about yesterday that that 1919 sale of ours included some really good cars, and as a result, our salesrooms look like a Spring opening at Malley's. Any number of ladies were here, and two of our smartest cars have new owners. A sturdy little business car also left the floor at \$400 for hard labor beginning to-day. You

for Spring and that \$100 will run it all next Summer."

When we compare this close up handshake copy with the usual cut and dried advertising of a second-hand car dealer, it is easy to see why Bradford's business for March was 550 per cent greater than the same month last year. In addition to selling individual cars, each advertisement had in a little tickler that brought home to the

reader the necessity for buying his car at the time of the sale rather than waiting until the Spring rush.

When Bradford says there are twenty-eight cars left on the list and not a "great number" or a "whole lot," people of New Haven know that he means exactly what he says. Just twenty-eight—no more! And several times that number of people try to be one of the lucky list—to get a car at a reduced price. Each advertisement in the series is signed with a brief trade-mark signature, "Bradford, 400 Crown Street." Bradford knows the kind of people he is talking to. The idea of hard labor and ability to carry the

*Should you believe it? The old thing,  
without a preliminary tune up,  
went out and clanged sixty-four.*

*It was a 1912 "forty-right" with  
a mileage record of 72,000.*

*But that's what can be expected  
of a Locomobile, they're always there!*

*We're going to rebuild it and  
repaint, refit it, then the buyer  
will have the opportunity of selecting  
a body "made to order" by Armstrong,  
and he will get more ~~than~~ <sup>than</sup> value  
for his money than any other  
automobile investment he could  
make.*

*No Loco is the "heat least car  
in America" and that makes it the  
best rebuilt car in America.*

*There are the best coming through  
this month. Run around and see  
them.*

*Bradford, 400 Crown St.*

ONE OF THE NEWSPAPER SERIES OF ADVERTISEMENTS

are welcome to come and look at twenty-eight left on the list."

Mr. Bradford apparently knows the value of sticking home town elements into his copy. Malley's is a local department store. A great deal of his copy makes neighbors of everybody in New Haven, and incidentally gets them coming in droves to look over his stock. Sometimes in the copy, always his own handwriting, he describes a sale.

"The price was \$600. He gave us \$100 cash, agreed to dig up \$150 by May 1, take delivery of the car, and pay seven monthly notes of \$50 each beginning June 1. He saved at least \$100 by not waiting

load is used in describing a Ford that a farmer might buy, living ten miles out of New Haven and bringing truck to market, but a different type of sales appeal is used to interest the blond lady—the college widow of New Haven, perhaps—who is just crazy about a little 1917 Chevrolet, because of the adorable dark blue stripes on the mud guards or the beautiful strawberry color of the upholstery.

Bradford doesn't depend entirely upon atmosphere in selling his cars. In addition to his handwriting attention-getters, he also runs classified advertising in the New Haven papers to back up his hand-shake copy.

The success of his 1919 sale has resulted in the fact that Bradford now sells more second-hand cars than the ones which come into his business in the natural course of events, so that he is forced to go out into the market and buy second-hand cars, rebuild them for his clientele in order to keep up with the demand he has created by his close-up handshake type of advertising.

"We succeeded," says Mr. Bradford, "in disposing of approximately \$32,000 worth of second-hand cars in five weeks after the beginning of our 1919 sale. This is very much better than we have ever done in the same period of any previous year. We are about to issue a folder to people in New Haven County, exclusive of the cities of New Haven and Waterbury, whose names appear on the tax list as owning property of \$3,000 or over. This folder will be finished in the near future. It has a few cuts of second-hand cars, some little reading matter, and the rest of it is a personal list of the cars with descriptions and prices."

When a man can take a part of his business which has been a worry and loss, and by using close-up copy, and getting a hand-shake into each piece of literature put out, build this department into a drawing card, bringing people from cities twenty and thirty miles away, the methods used could probably be applied to other lines of business with equal success.

## The Advertising Man's Wide Field of Usefulness

VIRGINIA SHIPBUILDING CORPORATION  
ALEXANDRIA, VA.  
*Editor of PRINTERS' INK:*

The article by Roy Dickinson, "How Industrial Democracy Works," has opened an avenue of thought, and could be productive of incalculable good to the large industries of America.

I have been a consistent and confirmed reader of PRINTERS' INK for fifteen years, and in all that time I do not know of any article so valuable as this and so far-reaching in its possibilities. My private opinion is that the present

trend of America industrially is towards industrial democracy as opposed to industrial imperialism. No longer can there be industrial bondage. The sooner this fact is recognized and a common basis of understanding of industrial problems by both employees and employers is established, the more quickly we shall have in this country industrial efficiency to a degree transcending all previous records of production.

I mean to make valuable use of the suggestions contained in your article; to this end I have written Mr. Fouerbach, asking if he would be so kind as to furnish me with the printed matter by which the plan is brought to the attention of his employees, so that they may grasp intelligently the *modus operandi*.

Your article should be reprinted and placed in the hands of the executive of every company in America. PRINTERS' INK is to be congratulated upon this contribution. My only regret is that the circulation of PRINTERS' INK is not more than "two million a week."

R. M. MUCH,  
*Assistant to President.*

PRINTERS' INK is glad to be of service to Mr. Much, and as he suggests—to the other large industries of America. The necessity for a common basis of understanding on industrial problems by both employees and employers, to increase industrial efficiency and help America with her part of the world's trade is everywhere apparent. In bringing about this basis of common understanding, advertising men everywhere can surely be of assistance; by the nature of their work, they think in terms of the other man's viewpoint and never in the world's history has this understanding been more necessary than at the present time.—[Ed. PRINTERS' INK.]

## A. A. C. of W. Convention Plans

A dinner given by the executive committee of the A. A. C. of W. will be held in New Orleans on June 2, to which governors of the Southern States and prominent business men have been invited, to draft plans for the annual convention to be held in September.

Lewellyn E. Pratt, first vice-president of the association, who is in New Orleans for a month preparing for the convention, has stated that one of the important questions before the convention will be connected with export and import problems.

Fred E. Hamlin has been elected executive secretary of the convention board. He has been publicity director of the American Red Cross, Gulf Division, and was formerly city editor of the New Orleans *Daily States* and with the Scripps-McRae newspapers.

## "Printers' Ink" Might Help Solve Even This Problem

E. H. STAFFORD MANUFACTURING Co.,  
CHICAGO, ILL.

*Editor of PRINTERS' INK:*

In reply to your letter of May 7, addressed to the H. W. Higley Company, whose dishwasher business we bought out some time ago.

The various suggestions made by PRINTERS' INK might be very useful under ordinary circumstances. But just now, when our factories are too small and we cannot get labor to take care of the business that is offered to us without any effort whatever, we would not be interested even in making an expenditure as small as \$3 for information on "How to Sell Things."

However, the situation may change after a while, so that we would be interested in your publication.

E. M. STAFFORD.

MR. STAFFORD'S letter brings out an interesting point. He says: "We cannot get labor to take care of the business that is offered to us." By this statement, it is undoubtedly meant either that he cannot get laborers or that his production does not keep up with the present demand for his goods. In other words, that the morale of the labor in his plant is not all that might be wished.

This is a condition which is facing a great many other manufacturers in various lines, and it is for that reason that PRINTERS' INK has been publishing many articles on the subject. While PRINTERS' INK is primarily a journal for advertisers, it takes cognizance of the fact that goods cannot be sold or advertised if they cannot be produced, and for that reason, has run several articles which might be of assistance even to Mr. Stafford in the present circumstances. "How Industrial Democracy Works," in the May 8th issue, is the actual experience of a firm which has increased production and the quality of its output by applying the principles of the American form of government to its business.

The article, "Display Advertising Reduces Labor Turnover" in the April 17th issue, shows how this type of advertising secured

a better kind of men for the plant, which were needed.

"How Plant Relations Influence the Sales and Advertising End of Business" in the April 17th issue, gives examples of employees' house-organ and methods of presenting profit-sharing plans.

"How the American Multigraph Company Builds Good Will Among Factory Workers" in the December 12, 1918, issue, has some points of great interest.

"Advertising to Cut Down Labor Turnover" in the June 13th, 1918, issue; "Advertising, Turnover and the Wages of Labor" in the December 26th issue; "It's Up to the Advertising Man," in the February 6th, 1919, issue; "Procter & Gamble's Profit-Sharing Plan" in the March 27th, 1919, issue; and the many other articles on the same subject might help Mr. Stafford and other manufacturers to solve the problem he mentions.—[Ed. PRINTERS' INK.]

### Allen-Nugent Company to Have New Trade Paper

The Allen-Nugent Company, New York, will publish the first issue of the *Garment Manufacturers' Index* about June 1. This publication will be devoted exclusively to the manufacturing interests in the women's ready-to-wear industry.

T. W. Richardson has been appointed advertising manager. He was at one time advertising manager of the Goldman Costume Company, New York.

Richard C. Morrill, formerly with *Harper's Bazaar*, New York, and Herman E. Hiltz, formerly on the advertising staff of the *Los Angeles Times*, have been made advertising representatives. Both men have recently been discharged from the Service. Mr. Morrill was a lieutenant in the aviation section.

### Willard Storage Battery's Dealer Conventions

The Willard Storage Battery Company, Cleveland, has just completed holding fifteen conventions in principal cities of the United States. It is said that over 1,300 dealers attended the various conventions, which were in charge of W. W. Wyncken, sales manager, accompanied by H. S. Bentley, manager of sales promotion, and W. A. Conover, publicity manager. A motion picture was shown, entitled "Through Service We Grow," showing how a Willard dealer put into effect what he had learned at the company's school in Cleveland for service station dealers.



Typical Homes in the "City of Homes"

## Philadelphia

### The Third Largest Market in the United States

**T**HIS stands FIRST in the United States in the number of dwellings owned by their occupants.

\*Half a million Philadelphians are shareholders in about 1200 Building and Loan Associations.

Edward James Cattell, Chief Statistician of the City of Philadelphia, reports the number of dwellings within the city limits to be as follows:

2 story . . . . .	250,000
3 story . . . . .	135,000
4 story or more . . . . .	7,000

Total dwellings 392,000

The great mass of these dwellings are occupied by one

family only, and most of these families live along the ideal American plan—home cooking, home comforts, home pleasures; in fact, the Philadelphia wife and mother is an all-round housekeeper and home maker.

Over three million people live in the Philadelphia metropolitan district.

What proportion of this concentrated demand for furniture, musical instruments, apparel, foods, household goods and supplies will go into the stores of Philadelphia and ask for your product or brand?

\*One-seventh of all B. and L. Associations in the United States are in Philadelphia.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

## The Bulletin

Net Paid Average for April 445,920 Copies a Day

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by The Bulletin.



# Head ahead!

*Today is only Tomorrow's Door-mat.*

WHEN you start to plan new or bigger advertising soundly, smack-off you start fresh and bigger thinking.

You call on your manufacturing or service department to think ahead. Your sales department must think ahead. Your delivery department must think ahead. Your finance committee must think ahead. You must think ahead.

"Think ahead—look ahead" becomes the order of the day.

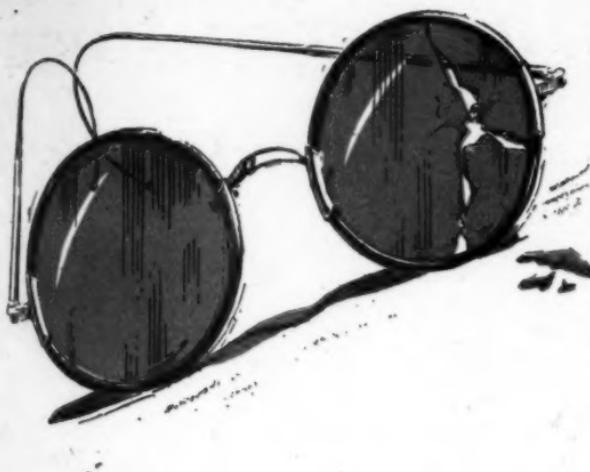
A fresh spirit starts promptly. Sulks disappear. Hard-shells shed their shells. The organization tightens its belt and casts its mind forward.

Minor men feel the new current and join in the new team spirit.

# Blackman-Ross

ADVERTISING

95 M



Lonesome branch managers  
feel a quickened family interest.  
Travelling salesmen chirk up.

Blue spectacles are taken off  
and forgotten.

Before a word appears in  
print, sound advertising plan-  
ning here makes its power felt.

All of which may sound like  
old stuff. Far from it. Essen-  
tial facts have no age. Time  
simply makes them more em-  
phatic.

Head ahead!

*Possibly we can help you.*

**Cross  
Company** New York  
95 MADISON AVE.

# Getting the Focus

When you go to have your picture taken the photographer focuses his camera

*On You!*

The walls, the trees outside, the house in the next block—for the purposes of the picture, they are of no value or consequence.

What the photographer wants is a clear, satisfactory picture of *you*. And so he covers *you* with his lens.

Apply this analogy to advertising.

Your market is Chicago. The Daily News concentrates 94% of its circulation in Chicago and suburbs. The next newspaper in point of city circulation has only 62% in the Chicago buying territory.

In the latter case 38% of the readers are out of focus. In the case of The Daily News, only 6% of practically the same number of readers are outside the picture.

The Daily News is read by seven out of every nine persons in Chicago who read English.

Advertising in The Daily News gets the required results because it is accurately *focused* on the market.

**THE DAILY NEWS**  
"It Covers Chicago"

# Wanted—Ideas

The Value of the Idea That Leaves a Dent on the Memory as Compared  
With Splash Pictures That Mean Little and Passive Words That  
Say Less

By J. J. Geisinger

ARE we losing our focus on the impression value and pulling power of the Interrupting Idea?

Are we so allured by art and color that the artist, photographer and engraver are becoming the dominant factors in advertising, and all the advertising man has to do is to summon a master of brush, pen or camera and tell him to fill the space?

For example, look over past issues of the women's publications and note how many advertisers use that ever-popular picture showing the family, or part of the family, at the dining table. It is really like Mark Twain's original joke, of which he said all other jokes were descendants.

If there could be gathered all the dining-room table scenes that have been used to illustrate everything from salted peanuts to silverware, it would require the entire Metropolitan Museum plus an annex to exhibit them. And the funny thing about it is that every man-jack of us who fathers one of these dining-room scenes thinks it is so remarkable that we make speeches about it at the advertising club and have visions of factory extensions needed to supply the increased demand for the product.

The *modus operandi* of creating one of these masterpieces of the mind can be imagined as something like this:

"A new brand of olives, eh?"

"Well, there is nothing especially new one can say about olives, is there? They are all green, excepting the black ones, and, after all, you don't eat a color, do you? Of course, they're all pickled—but it might offend the prohibitionists to advertise that as a virtue.

"They are put up in glass, but since Bill Jones died of glasstritis

the gastronomic delight of glass has lost much of its charm.

"Are they Spanish or Italian? Anyway, who cares about the language? You can't taste a language, and you don't listen to an olive as you do to soup.

"If they were only boneless—that would be an idea; but perhaps they have digestible seeds—or do olives have kernels? What's the difference, anyhow? The old fallacy about seeds causing appendicitis is no longer popular.

"The flavor? Good gracious! Who could rave about the flavor of olives? Why, you have to learn to like them, and that means educational advertising.

## THE IDEA IS BORN

"Shucks! There isn't any new way to advertise olives,—unless we stamp each one with a trademark. There! That's a real idea, even if it does sound nutty. It solves the whole problem, so here goes!

**OLIPHANT'S OLIVE GREEN OLIVES**  
Guaranteed Not to Fade  
Each and every olive identified with  
the head of a Sacred White Elephant.  
Soused in honest-to-goodness brine,  
made of real salty salt and sour vinegar.  
Spiced like one of Chambers' novels.  
Guaranteed not to squirt.

"But how'll we illustrate it?

"Great idea! A big dinner table, all dressed up like a million dollars. Everybody dolled up in six o'clock clothes. Dignified host and hostess. A lot of happy guests. Not a thing to eat on the table excepting a dish of Olyphant's Olive Green olives, as the centre of interest.

"Get the idea? Concentrate on the olives!

"Better put a jar of 'em by the old man's plate to show the label. Be sure to pose each olive in the dish so the Elephant trade-mark will show. Small? Of course it

will be small. Should be small, so the readers will have to look for it after their attention has been attracted to the table, which must be big—say about four-fifths of the page.

"Just enough space at the bottom for 'Olphant's Green Olives—Guaranteed Not to Squirt."

"The trade-mark? Oh, put that in a picture on the dining-room wall where everybody will see it after they have discovered the olives on the table. Great connect-up! Small trade-mark on each olive—big trade-mark on the wall. We'll use the same picture in the stores for merchandising plan.

"Get Risinkiskowski, the self-trained Siberian artist, to paint the picture. He uses both hands at once, works only at night and wears spectrum goggles to get his color effects. Tell him to splash in lots of color; have a gorgeous lamp throwing a gladsome, golden glow over the table to make the green olives stand out. He'll probably charge \$5,000 for the sketch, but his name is worth it.

"Get me? Rush it! *The Journal* closes Wednesday and we'll probably see a proof 'as inserted.'

\* \* \*

A parable sometimes points a moral, and it may be wise for some of us to study this parable with serious thought, and to ask ourselves this question: Are we depending too much on space-filling pictures that mean little or nothing and neglecting the big idea? Are we side-stepping the real selling stuff for the sake of just making a noise? A bass-drum makes a loud noise, but it doesn't mean much when played alone.

Review the magazines and see how many pages and double spreads are taken up with illustrations that often submerge the product advertised. Think of using a full-page picture of a man holding up a spark plug half hidden in his hand in order to illustrate the features of the plug.

Then there is the other extreme of neglecting the idea for the sake of mere noise. This is especially

noticeable just now, in the advertisement of truck tires. Three-quarters of the single or double page is devoted to a tremendous illustration of the tire, with a few passive words of text. The halftone has great pictorial power, but when it comes to depicting the quality and essential merits of a truck tire plainly it fails lamentably. Any name under such an illustration is as good as any other name, and one name will be remembered as long as another. Surely there must be a differentiating idea that will emphasize the quality, service and economy of one tire as against another.

This is not a specific criticism of any food advertising or tire advertising, any more than it is an analysis of the silk hose advertisement that covers half a page with an illustration of a beautiful automobile in order to show a half-inch of hose on the girl driving the car. Neither does this reference to a silk hose advertisement apply to any individual stocking advertiser more than it does to the paint advertiser who fills the space with a conventional exterior of an ordinary house and interior scenes so small that one cannot distinguish the dining-room from the kitchen nor know whether they are painted or papered. The only idea in such advertisements is to fill space.

Perhaps these no-idea, over-pictured advertisements pay. No man is wise enough definitely to declare any advertisement absolutely worthless. A man's name printed upside down and spelled backward will become known if he keeps at it long enough for people to learn what it is and understand what it means.

But life at its longest is a short span of years, so it pays best to have in every advertisement an interrupting idea that really conveys a message, and then have a meaningful message that will emphasize the idea.

Study advertising since Royal Baking Powder first made its fame as being "absolutely pure" and Ivory Soap announced that "It Floats," right up to the present.

the advertiser's. Three- or double-remondous with a few. The half-power, but picturing the merits of a film's lamen-  
tation such as any other will be re-  
flected another.  
A different emphasis  
on economy  
other.

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ent time, and you will find that most success has come to the products with ideas behind them. All of which proves that it pays to get the right idea with a real message behind it; after which it is easy to find the right artist and engraver to present it attractively.

### To Pay Dividends on Salaries

According to an announcement made last week by the Simmons Company, Kenosha, Wis., manufacturer of metal beds, the employees are to share in the company's earnings at equal rates with the stockholders. The company, whose headquarters and general shops are in Kenosha, operates eight plants in various sections of the country and employs about 5,000 men.

Under the new plan every employee, from the president down to the smallest office boy, is to get the same percentage upon his year's wages or salary as the stockholders get upon their common stock. The wage dividend will be equal to the common stock dividend, and both will be determined by the amount of profits to be distributed. If a workman's compensation during the year is \$2,000, for instance, he will get the same return at the end of the year as

the shareholder who owns \$2,000 worth of stock.

The Simmons plan differs from many others in that it does not require the employee to invest his extra earnings in stock or in saving certificates. Everybody on the payroll participates automatically in the benefits and the amount of the dividend does not in any way depend upon length of service.

In other words, the company puts manual and mental ability on the same basis as financial investment.

### Venturesome Campaign Brings Results

In a recent advertisement of H. H. Cooper & Company, men's clothing manufacturers, of Utica, N. Y., the fact that Strong-Hewat fabrics were used in all clothing made by them was brought out prominently. This is an aftermath of the advertising campaign carried on by Strong-Hewat & Co., Inc., as told in the March 20 issue of PRINTERS' INK. The campaign, at first considered venturesome, is apparently taking hold.

Elmer E. Caldwell and Emil J. Bistran have opened an advertising and art service in New York. Mr. Caldwell was previously assistant advertising manager of the Ajax Rubber Company, Inc., and the Michelin Tire Company. Mr. Bistran was formerly a free-lance artist.

## The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

# The "Why" of Net Prices on Consumer Catalogues

Open Prices Necessary to Make It Easy for Prospects to Buy

MOCK & HARDY, INC.,  
ADVERTISING SERVICE AND COUNSEL,  
CHICAGO, ILL.

*Editor of Printers' Ink:*

We have the problem of helping one of the oldest mail-order jewelry houses, who formerly sold to dealers and now sells to consumers, to decide whether they should change their catalogue from list prices to net prices.

Have you printed articles along this line or could you advise us where we might get information?

W. E. HARDY.

**I**F we understand the question correctly, Mr. Hardy has no problem on his hands at all. It is the custom among practically all mail-order houses to publish net prices. In fact, if a consumer catalogue did not contain net prices, its effectiveness would be greatly lessened.

Years ago it was discovered that to get the people to buy freely, it must be made easy for them to buy. No unnecessary impediment must be placed in the path of the sale. One good way to facilitate the transaction is to quote open prices that anyone can understand. Cryptic price figures or marks that disclose their meaning only to the initiated smack too much of the let-the-buyer-beware period.

These reasons which we have given in favor of net prices are fundamental and apply both to retailing and to catalogue selling. There are other reasons which the mail-order people have developed in the course of their long experience. They have found that to get orders by mail it is necessary for them to make their proposition as plain as A, B, C. The merchandise must be illustrated clearly, described adequately and priced truthfully. Full information must be given as to how to order. All doubt about the goods and the concern that offers them that may exist in the mind of the prospect must be removed. The mail-order seller is not there in person to answer any questions that may come up. Therefore, he

must anticipate them and answer them in advance. The idea that the catalogue compiler must constantly keep in mind is that many persons will not order if doing so puts them to very much trouble. If they have to master a price key to find what the net cost of the goods will be to them, the order will go by default.

Mock & Hardy's client will find that to be an effective sales agent a consumer catalogue must be somewhat different from a dealer catalogue. Principally it must be more specific and less technical. As an example, take this matter of prices. In dealer catalogues, it has been the custom to quote list prices, or gross prices from which a discount was allowed. There have been two main reasons for this. The first is that retailers often show wholesale catalogues to their customers, with the hope of being able to sell them something that is not carried in stock. Of course, when this is done, the dealer does not want to let his customer know the actual wholesale cost of the merchandise. The second reason for the use of gross prices is to avoid the necessity of getting out a new catalogue every time a price changes. It is much easier and far less expensive to issue a new discount sheet when a price goes up or goes down.

But even in dealer catalogues there is an increasing tendency to quote net prices and keep the quotations up-to-date by issuing the books more frequently. This tendency will become more apparent as soon as the price level shows signs of approaching a permanent level. The retailer, like the consumer, orders more readily when it is made easy for him. The less figuring he has to do to find what the goods will cost him, the more inclined he will be to toss an occasional order into the mails.—[Ed. PRINTERS' INK.]



No space investment that an advertiser may contemplate is worthy of more favorable consideration than color representation in THE PEOPLE'S HOME JOURNAL.

The impressive color work which we are now producing by our ultra-modern process adds charm, dignity and attractiveness to the advertised product; gives to it the atmosphere of quality and distinction which is invariably associated with the best in reproductive art.

## *Pictures That Appeal*

# The People's Home Journal NEW YORK

*For 34 Years the Magazine for Every Member of the Family*

# One of the Three Leading National Farm Papers

**Sept. 1919 - 600,000  
Guaranteed**

**May. - 1919  
511,364**

**Jan. 1919-  
433,600**

**Jan. 1917  
403,063**

**Jan. 1915  
325,684**

In circulation Farm Life now ranks as one of the three leaders in the national farm field.

In the face of steadily increasing rates made necessary by a rapidly growing circulation, Farm Life has shown consistent increase in advertising lineage.

Advertisers in the farm field who key their copy find that Farm Life is always the leader, or one of the two or three leaders, of their list in producing inquiries and sales and low cost.

Farm Life readers were never more prosperous than they are now. They are buying a greater variety of things, and more costly things every year.

Farm Life is the fastest growing paper in its field. Its growth is sound and healthy, because it is based upon editorial strength and excellence. The even distribution of its circulation makes it an ideal cover medium.

The page is standard size—450 lines. Dominant space costs less than in papers with a large page. The July issues closes June 16.

JOHN M. BRANHAM COMPANY, Special Representative  
New York Chicago Detroit St. Louis Atlanta

# Spencer, Ind. Farm

# And the Fastest Growing Farm Paper

## The Record by Months

Figures compiled by the Washington Press show that advertising carried in Farm Life the last five months of 1918 was 48% greater than the last five months of 1917, and the first five months of 1919, 60% greater than the first five months of 1918.

Increase  
Per Cent

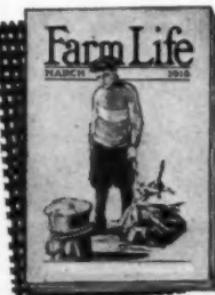
August .....	104
September ....	15
October .....	12
November .....	52
December .....	93
January .....	114
February .....	49
March .....	37



This cover represents the volume of advertising carried in Farm Life the last five months of 1917.



The volume of advertising the last five months of 1918.



FARM LIFE Advertising the first five months of 1918.



FARM LIFE Advertising the first five months of 1919.

**Life**

# F R E Y

Art is not a mere embellishment of advertising. If it is the *right* art, it is a dynamic force in every advertisement of which it is a part. Frey service has lifted illustration out of the vague field of art for art's sake, and made it one of the important realities of modern business.



**CHARLES DANIEL  
FREY COMPANY**  
*Advertising Illustrations*

104 MICHIGAN AVENUE • SOUTH  
CHICAGO

# Making the Brand Take the Place of a Patent

Advertising of Wade Saws Trade-Marks the Product

By A. H. Deute

"CAN the thing be patented?" is very often the first question an investor asks the man who is putting out a piece of machinery.

"If you can't protect yourself with a patent, anybody can come along and carry off your idea and make use of it," is a common fallacy.

This was the general feeling among some fifteen or twenty firms out in the Pacific Northwest with relation to the "Drag Saw"—a machine made up of a small, light gasoline engine, mounted on a frame and a cross-cut saw hitched to it, the idea being to provide an outfit which could be set up against the side of a log and let the gasoline engine run the cross-cut saw back and forth and "buck" the log.

For some ten or twelve years, drag saws have been set up in the woods of the Pacific Northwest or made up and sold by a number of machine shops and timber supply people.

Anybody could make them and so nobody had a monopoly on the idea. Everybody seemed to hold back when it came to advertising them because there was no chance to corner the business against competition.

As a consequence, for a long time the drag saw "dragged" on the market, was never properly developed or exploited and not permitted to become an article of wide general use, in spite of its very evident value.

This was the situation some two years ago when the farm machinery firm of R. M. Wade & Co., of Portland, Oregon, made up its mind that by putting its name on the best drag saw the company could build and by standing back of every saw and giving good service and then by extensively

advertising the name, it could get around the fact that the drag saw couldn't be patented. If *anybody* could put out a drag saw, the Wade people could at least keep *anybody else* from putting out a "Wade" drag saw. They decided to establish such a degree of confidence through their advertising and back that advertising up with such good value and such good service that, everything else being equal, the careful buyer would naturally prefer to buy a piece of machinery of known value, made and guaranteed by a reliable house.

Edward Newbegin, the president of R. M. Wade & Co., felt that the time had come when the general buying public had become strongly sold on the advertised article—when people had come to realize that no reputable publisher of a journal of nation wide or even territorial circulation would permit his readers to be fooled by an advertiser. He felt that a combination of a good outfit, backed up by a good house which was committing itself to a policy of "satisfaction guaranteed" through the means of advertising in reputable magazines, would develop for his machine a market which would offset the disadvantage of no patents.

## NOT FEARFUL OF COMPETITION THE ADVERTISING MIGHT DEVELOP

He went a step further. He figured that even if a dozen or more other concerns were talking drag saws, that in itself would only be helping him fertilize the field and get a lot of people to thinking about buying some sort of a drag saw. Then, with the prospective buyer becoming interested, he had sufficient confidence in his organization and his product to be willing to trust to the

buyer's intelligence to bring him a satisfactory volume of business.

The interesting feature of this campaign is not the fact that a certain Northwestern concern was able to sell a lot of drag saws, but lies in the fact that the proper use of plenty of advertising has enabled one house to emerge from out of a mass of competitors, all making, at the start, similar machines. Too often the general tendency is to feel that a move of this kind would do as much good for the competitor as for the man who did the advertising. This was suggested to Mr. Newbegin by many people who thought he was undertaking a foolhardy job. Whether it was due to a sense of liberality or a shrewd knowledge of human nature, we do not know, but Mr. Newbegin's attitude was this: "If we can get enough business to satisfy ourselves, we'll be mighty glad to see the other fellows get theirs. We don't propose to miss the chance of getting orders just so as to keep the other man from cashing in. If anybody wants to jump on behind and ride along, he's welcome. All we're interested in is that we get there on time and profitably."

And so, out from the mass of drag saws being offered to the local users, the "Wade" jumped into national farm paper and lumber journal advertising and began to emerge from the field of the local into the national market.

The small 1918 campaign which felt its way along, using comparatively small space in a small list of farm papers covering the country, brought phenomenal results and put the Wade drag saw into practically every corner of the United States and into many foreign countries.

This led to the more pretentious 1919 campaign which comprised advertising in a dozen or so prominent farm publications.

This extensive advertising has sold hundreds and hundreds of saws. But it has done more than that. As a direct result of the advertising, the Wade people have been able to put distributing and service stations in over a hundred localities in the United States, and the volume of business has become great enough to enable the

COPY ALL AIMS TO MAKE "WADE" SYNONYMOUS WITH DRAG SAWS

firm to give a class of service which would be impossible for a smaller concern to offer.

In trying to put as much individuality as possible into its saws and thus give its agencies every possible selling point, the company has steadily improved its products by the use of the very finest possible materials. Quantity standardized production has enabled it to assemble in its saw many little niceties, all of which combine to make the product stand out.

THERE has been entirely too little plain speech at the Peace Conference. A theory was developed at the first, and seems to have grown, that the gathering was one of loving friends, and that only pleasant truths might be uttered lest a harsh word hurt or alienate. In its essence the Peace Conference is a business meeting. Friendship has nothing to do with it. . . . It is an experiment in commonsense, not an adventure in friendship.

It is well enough for the Tory group of England to talk about Ireland as a "domestic affair," but the peoples of the earth find it difficult to see anything "domestic" in a matter that stands in the way of international agreement, pouring a steady stream of poison into the wells of international amity.

—From "GEORGE CREEL'S Page" in *Leslie's Weekly*.

**GEORGE CREEL**, former Chairman of the Committee on Public Information and throughout the war one of the most widely discussed men in America, has joined the staff of *Leslie's Weekly*.

Mr. Creel will conduct a bi-weekly editorial page, expressing his views of public events, public men and social and political tendencies of the times.

The editorial comment in *Leslie's* by the Government's war-time publicity director bids fair to arouse national, even international, discussion.

For a decade Mr. Creel has attracted wide attention as a fighting journalist. His fearless crusades have won for him many enemies; also many friends.

Mr. Creel's page first appears in the May 24th issue of *Leslie's*. Its subject is "What About Ireland?" The Irish question is discussed with the vigor and directness characteristic of Mr. Creel. He also comments on the Peace Conference, etc.

*The addition of Mr. Creel to the staff of *Leslie's* is one of a number of important new editorial features that will add considerably to the public interest in, and broad influence of, this publication.*



# Leslie's

*Illustrated Weekly Newspaper*

L. D. FERNALD, ADVERTISING DIRECTOR  
New York—Boston—Chicago—Seattle

and back up the advertising claims.

As one of the men interested in the saw remarked: "We've got to claim a lot for the saw to make it sell easily and then we've got to back up that claim to make good—so there isn't any length to which we won't go to put out a thoroughly first-class product. We're a good deal like the young fellow who comes out with the statement that he can whip every man in his county. He's got to come mighty near having the stuff to back up that statement if for no other reason than for his own self defense. The quiet, unassuming young man who says nothing, is much more apt to go through life without having to be constantly on his guard.

"It's the same with us. We come out in the open and holler about our saw and make big claims for it. It's up to us to back up those statements and that means that the man who buys a product like ours can expect something of us in the way of quality and performance which he might hardly expect from an unadvertised product. I think the average buyer is coming to realize that, because the mere fact that our drag saw advertising appears in a certain publication is plenty guarantee for many buyers. We don't worry about not having a patent on the drag saw. We own the name 'Wade,' and every dollar spent in the right kind of advertising makes it worth more to us and makes it just that much more of an inducement to the buyer to pick our product."

**Friendly Note  
in Government Copy  
Continues**

EVER since the Government, through its Liberty Loan advertising, found out that friendly copy produced customers for what the Government had to sell, this note in copy has been continued. Recently, the army made a com-

plete change in its advertising appeal and in the booklet called "Mesa Verde National Park," the first of thirteen booklets to be issued by the United States Railroad Administration, the human note is strongly emphasized. Text for the booklet is written by such men as Dr. J. Walter Fewkes, Chief of the Bureau of American Ethnology, Smithsonian Institution and Franklin K. Lane, Secretary of the Interior.

"Come with me to the Mea Verde, and with me lift the veil that conceals the past and reveals the culture of an unlettered people whose history has been forgotten. What fascination to wander through the streets of a ruined city, to enter the long deserted sanctuaries, examine the paintings and figures on the walls, and live in imagination the life of ancient people!"

With these sentences by Dr. Fewkes the booklet starts. Franklin K. Lane in a message to the American people in the booklet says:

"Uncle Sam asks you to be his guest. He has prepared for you the choice places of this continent—places of grandeur, beauty and of wonder. He has built roads through the deep-cut canyons and beside happy streams, which will carry you into these places in comfort, and has provided lodgings and food in the most distant and inaccessible places that you might enjoy yourself and realize as little as possible the rigors of the pioneer traveler's life."

The booklet contains ten illustrations showing the grandeur and wonders of the Mesa Verde, National Park, and an interestingly written description of the Park and its history. This series of thirteen booklets has been prepared as a follow-up for the national advertising run by the U. S. Railroad Administration and is sent out in reply to inquiries by the Bureaus of Service of all the United States Railroad Consolidated Ticket Offices, the principal ticket agents, or the leading tourist and excursion agencies in the country.

## "HEADS WIN!" I. C. S. Film Booked For Extensive New York Showing

No two Universal Motion Picture Campaigns are exactly alike. Careful planning meets advertiser's needs. Second stage of I. C. S. Campaign has begun with booking of Theatres in selected sections of New York and vicinity. First fifty bookings follow:

DATE	THEATRE	LOCATION
May 27.....	Tuxedo .....	54th and 13th Ave., Brooklyn
	Cortelyou .....	Cortelyou Rd., Brooklyn
	Marguerite .....	112 Beverly Rd., Brooklyn
	Kenmore .....	Bedford and Foster Aves., Brooklyn.
May 28.....	Ve Drury Lane .....	3128 Amsterdam Ave., New York
	Dyckman .....	552 W. 207th St., New York.
	Kenmore .....	Bedford and Foster Aves., Brooklyn
	Marguerite .....	112 Beverly Rd., Brooklyn
	Cortelyou .....	Cortelyou Rd., Brooklyn
May 29.....	Nicoland .....	3220 Third Ave., New York
	U. S. .....	267 Prospect Park W., Brooklyn
May 31.....	Grand .....	4618 Third Ave., Brooklyn
June 2.....	Crystal .....	142 Greenpoint Ave., Brooklyn
June 3.....	Classic .....	Pulaski and Tompkins, Brooklyn
	Rosehill .....	472 Second Ave., New York
	Atlas .....	1888 Third Ave., New York
	Madison .....	102d St. & Madison Ave., New York
	New Franklin .....	Franklin and DeKalb, Brooklyn
June 4.....	Parkview .....	Prospect Park W., Brooklyn
	Grand Central .....	669 Third Ave., New York
	New Strand .....	78 East Broadway, New York
	Amuzu .....	577 Gates Ave., Brooklyn
June 5.....	Throop .....	1527 Fulton St., Brooklyn
	Regina .....	2285 Second Ave., New York
	Parkview .....	Prospect Park W., Brooklyn
	Lyceum .....	20th Ave. and 64th St., Brooklyn
	Kingston .....	Throop and Fulton St., Brooklyn
	Cozy .....	899 Eighth Ave., New York
	King .....	4048 Third Ave., New York
	Golden Rule .....	365 First Ave., New York
	New Grand .....	310 Grand St., New York
June 6.....	Favorite .....	533 Eighth Ave., New York
June 7.....	Palace .....	6th Ave. and 56th St., Brooklyn
	Liberty .....	365 First Ave., New York
June 9.....	Pictorium .....	941 E. 180th St., New York
	Nassau .....	337 Grand St., Brooklyn
	Garden .....	393 Grand St., Brooklyn
June 10.....	Photoplay .....	98 Fifth Ave., Brooklyn
	Empire .....	517 Ninth Ave., New York
	Boston Hotel .....	Coney Island, New York
	Lyceum .....	906 Third Ave., New York
	Universal .....	93 Bowery, New York
June 11.....	King's Harlem .....	2314 Third Ave., New York
June 12.....	Norwood .....	3118 Fulton St., New York
	Mapleton .....	18th Ave. and 65th St., Brooklyn
	Jefferson .....	811 Myrtle Ave., Brooklyn
June 16.....	Royal .....	4112 13th Ave., Brooklyn
June 17.....	Pearl .....	Broadway & East. Pkwy., Brooklyn
	Roma .....	178 First Ave., New York
June 19.....	St. Marks .....	133 Third Ave., New York

*This Answers Your Question*—Will Exhibitors generally—book the picture? They will—but it is not going to play at the big Broadway Theatres. We are selecting the circulation the I. C. S. wants. NOTE—Signed contracts for the above are here for you to see. Ask me more questions.

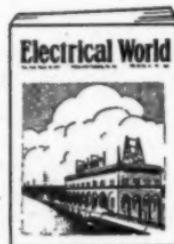
UNIVERSAL FILM MANUFACTURING COMPANY  
Harry Levey, Manager, Industrial Department

Largest Producers and Distributors of Industrial Motion Pictures in the Universe  
Studios and Laboratories—Universal City, Cal., Fort Lee, N.J.

Offices: 1600 Broadway —————— New York



*Think of them as a Unit*



*Buy them as a Group*

## *A Ten-fold Influence*

Think of the wealth of information that comes to the McGraw-Hill publications as a result of their intimate control with the five great fields of engineering industry.

These ten publications are the servants of the great service industries of America—the engineering industries that lie at the foundation of all others.

If your product lies within the scope of these publications, the McGraw-Hill Company has the information you want or knows where it may be obtained. Its service is yours entirely without cost or obligation.

# McGraw-Hill Company, Inc.

Tenth Avenue at 36th Street  
NEW YORK



**She Holds**

## **The Keys to The Family Pocketbook**

The circumstances of farm life give the farm woman an influence in all the business affairs of the farm. Few farmers take any important business steps or complete any important purchases without consulting their wives. If the farm woman opposes any contemplated transaction, it usually fails to go through.

The farmer is the production engineer of the farm plant. His wife is the consulting engineer. She is in touch with everything of importance that he does, and her approval or her veto may be the deciding factor in any one of his business transactions.

If you want to sell anything to the farm family for use in the farm home, you must sell the farm woman first, and if you want to sell her husband anything of importance for use on the farm, the safe course is to sell her, too.

*She literally holds the keys to the family pocketbook.*

The only magazine through which you can reach an audience altogether made up of farm women is

# **THE FARMER'S WIFE**

A WOMAN'S FARM JOURNAL,

WEBB PUBLISHING COMPANY, PUBLISHERS

ST. PAUL, MINNESOTA.

Eastern Representatives,  
WALLACE C. RICHARDSON, INC.,  
381 Fourth Avenue,  
New York City.



Western Representative,  
STANDARD FARM PAPERS, INC.,  
1341 Conway Building,  
Chicago, Ill.

Member Audit Bureau of Circulations

# Copy That Rides the Tide of Popular Sentiment

Some Recent Examples of Harmony with the Trend of Thought

OUR spokesman at Versailles has mentioned many times a certain tide which is running strongly in the hearts of men and has warned certain would-be backsliders that this tide cannot be opposed without dire consequences. Certain copy writers have looked this tide over and seem to be of the opinion that it is worth riding.

Among the favorite outdoor sports of the last year may be mentioned baiting the public utilities, especially when they could be accused of "autocracy." Realizing that here was a tide which promised a ride into the broad harbor of increased sales, the bicycle manufacturers of Canada determined to capitalize the opportunity. Witness the following from a full page advertisement in the London, Ontario, *Advertiser*:

Cut the fetters that bind you to automatic street railway rule.

#### RIDE A BICYCLE

and be independent of street cars and changing time, go where you want to any day, any time. The street railway company announces that to-day it will start running its cars on the old time because the present time interferes with the schedule of workingmen's tickets, and the workingmen who must be at work at 7 o'clock in the morning will either have to get up an hour earlier and walk to work or go into work an hour late and lose an hour's pay, which he cannot afford to do in these days of high prices. Can you imagine anything slower than the present street car schedule? The long waits for cars; the standing and crowding in aisles after a hard day's work; the unsanitary condition; the inhalation of germs, the possibilities of power breakdowns, and the probability of increased fares.

#### WHEN YOU OWN A BICYCLE YOU ARE INDEPENDENT

It pays for itself in car fares saved in a year, its cost of upkeep is practically nothing, and a bicycle takes you from your door to your destination. No waiting, no transfers, no crowding, no standing, you simply hop on and ride in God's pure air and sunshine.

"Any dealer will arrange confidential credit terms for you if you cannot pay cash," the copy

continues, and the readers are urged not to forget Canada's bicycle week. In addition to getting in tune with the tide against autocracy wherever it is found, this copy gets the Almighty on its side by speaking highly of the air and sunshine.

During the war millions of young men, some of whom had never before seen any object more deadly than a hoe or a harvesting machine, became familiar with arms and ammunition. The copy writer is not going to overlook this fundamental impulse for protection of self, now in the minds of men. "Five Million Men Learned to Use Firearms," says a recent advertisement of a revolver. As each soldier was carefully instructed in the safety features of the arms he used, the copy writer was able to tack on a very effective selling appeal. An office appliance uses the same fundamental impulse in another way. A hand is shown at the lever of the machine. "Shoot," says the head. "By the touch of this hand is the machine gun of business fired," and the product is further described as a quick weapon of offense and defense.

#### THE MOVIES SEIZE UPON THE LEAGUE OF NATIONS

President Wilson's original remark was in reference to the League of Nations, and test polls carried out by various newspapers would seem to show that there is an underlying desire in the minds of the people for some sort of a league. The copy writer, too, is watching this tide.

"Words won't make a League of Nations—but understanding will," says the full-page advertisement of a motion picture company. "With the moving picture a hundred million people can look forty million people in the eye. They watch each other living in each

other's dooryards across the sea."

The copy goes on to state that the motion picture is the chosen instrument by which harmony is brought to all the races of the earth, and that to see the movies puts the individual in league with the greatest harmonizing force humanity knows.

In naming the product attention is being paid to the previously existing sentimental, good-will or news-value asset, in many instances.

On either side of a new silverware pattern now being marketed

accident or design, the copy for a certain cigar has received added attention recently. While the high signs of Orlando on the front pages were worrying the peace conference, the high signs of Orlando on the inside pages were selling cigars.

Of all the tides now running, none is receiving more attention from executives of big business and the public generally than the oft-expressed desires of labor to be considered not as a commodity, but as part of the individual's life, and the contention that joy in craftsmanship increases in direct proportion to good working conditions and self expression in industry. The idea of the old English guild has been featured in this connection by the Gruen Watchmakers' Guild. A reproduction of the plant is used as the lead, and the suggestion of personal service and pride in craftsmanship is emphasized. The Atwater Kent Co. is using an illustration of its daylight plant "located among the trees in an old colonial suburb of Philadelphia."

In the most recent of its series of advertisements the Hydraulic Pressed Steel Co. traces the development of industrial relations from the days of intimate contact when the mill beside

THIS IS AN EMINENTLY FITTING TIME, APPARENTLY, TO NAME A SILVERWARE PATTERN AFTER THE MARTYR CITY

by Rogers Bros. is an etching-like reproduction of the town hall and the cathedral of Louvain. "A silverware pattern with an undying name," is the caption, and the copy says: "Because of the character of the design, which is of Flemish origin, and because of the fitting application of an imperishable name to an article long renowned for its durability, we have named our newest pattern Louvain."

In the same manner, whether by

the dam, the owner's house on the hill and the workmen's houses in the valley made up the industrial picture. The joint responsibility to-day of capital management and labor is well brought out. No mention is made of the company's product, except the statement, "The increasing spirit of initiative and interest on the part of our men is yielding a larger output with better and more uniform quality."

The fear of influenza and the

# The Baltimore Sun

*Completely  
Dominates  
The  
Baltimore Field*

- In* {
  1. Local Display
  2. National Display and  
in every class of
  3. Classified

— and —

**50.8%**  
of the grand  
total

{ *In its three issues publishes  
more advertising than appears  
in the five issues of the other  
Baltimore papers.*

**Carrier Circulation Is the Reason**

evil results of its after effects, the belief of every soldier released from service that his figure is greatly improved, the wish to save money, these and many other universal thoughts are being used by the copy writer to put his product across, through the line of least resistance. Timeliness in text is, of course, by no means new. But cashing in on an underlying impulse, riding on the tide is a copy slant which holds out infinite possibilities.

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### Business Men Must Guide Congress

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**S**ENATOR GEORGE E. CHAMBERLAIN, of Oregon, in an address before the International Association of Garment Manufacturers in Chicago last week, criticized business men for not telling Congress what they wanted and for not knowing themselves what they did want.

"Congress," he said, "was not so much to blame for the things that it should have done and didn't do as you business men were to blame for not telling Congress what should be done. Yet the business men could not agree among themselves, and if that is the case how could you expect us in Congress to know what you wanted done, and this in the face of the fact that America had been thinking of war for two years?"

"As our boys are coming back, America is finding out at first hand just what she should have done in the first place.

"But business will revive when the boys are all back, and if there is to be any radical change it will be that the Government is going out of private business. As soon as the affairs of the railroads can be adjusted they will be returned to their owners."

A resolution was adopted calling upon the Government to "let go of private business and let business men operate the industries of the country."

The price situation was dis-

cussed frankly. It was said to be the general opinion that prices of garments would show a sharp increase rather than any decline. This was particularly true about garments in which cotton was used, such as work clothing.

The association decided to co-operate with the Government in the sale of the many million yards of denim which the Government bought for wartime purposes and for which it now has no use. Through the association this denim will be distributed to the various manufacturers in accordance with their requirements.

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### New Bulletin Issued by the U. S. Department of Labor

In order that present high wages and prosperity may go hand in hand in America's industrial future, it is necessary that production increase. Increased production training is a most valuable factor. In the most recent bulletin issued by the Department of Labor, entitled "Industrial Training and Foreign Trade," is a message for American business men that they, too, must learn as much from the war as have the industries of France and England, especially along the lines of factory and shop training—to teach workers the best way of doing their task. The bulletin says that America cannot afford to be behind foreign nations in applying the training lessons of the war in these crucial days when the lines of commerce and trade are being so quickly re-established.

Charles T. Clayton, Director of the Training Service, emphasizes the need of training broadly, so that the workers may become more versatile as well as more highly efficient. The function of the Training Service is to advise manufacturers who are interested in establishing training and to provide them with suitable courses of training methods worked out by study and research covering the whole field of industry.

Copies of this bulletin and the preceding ones on Industrial Training will be sent to any person addressing the U. S. Training Service, Department of Labor, Washington, D. C.

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### General Motors Organizes Canadian Company

The General Motors of Canada, Limited, has been organized, with an authorized capital of \$10,000,000. It will be related to the General Motors Corporation, of the United States. R. S. McLaughlin, president of the McLaughlin Motor Car Company, Oshawa, Canada, and vice-president and a director of the General Motors Corporation, is president of the Canadian concern.

## —promiscuous advertising

kicked an indiscriminate advertiser:

Quoting a leading advertising agency—"A firm advertising a food product in a United States weekly with a circulation of more than 100,000 in Canada showed a map of the United States to emphasize a statement made in the advertising copy, i. e., that their product was made in the United States for use in the United States. The Manager of one of the largest and best grocery stores in Toronto gave orders on the day this advertisement was called to his attention that no more of the product advertised was to be bought."

As Canada differs from the United States, so our individual states, even cities within the same state, differ from each other.

Salesmen know this and accordingly localize their arguments.

Then, why, Mr. Manufacturer, why isn't it just as essential for you to localize the appeals of your printed salesmen, your advertising?

Through the daily newspapers localize your copy; avoid back-fires from indiscriminate appeals.

### Invest in Newspaper Advertising

## E. Katz Special Advertising Agency

Established 1888

### Publishers' Representatives

New York  
Chicago

Kansas City  
San Francisco

# "Beauty Goods" Make Strong Appeal to Japanese Women

Social and Personal Customs That Provide a Ready-Made Market for Wide Range of Specialties

**T**HREE is a good market for American beauty goods in Japan. How are our manufacturers planning to capitalize the customs of a people far-famed for their good taste in dress and exquisite care of personal appearance? What is being done to promote the sale of massage and vanishing creams, face powders, perfumes and toilet waters, soaps and dental preparations, not to mention eyebrow sticks, rouge, lip-tints and all the lesser accessories of feminine make-up?

The dwellers of the land of the cherry blossom are incorrigibly clean. When a woman in Japan goes visiting, the first usual question after salutations have been exchanged is: Would she like a bath?

Bathing is the national pastime in Nippon—or so it seems to Occidental observers. Two or three piping hot plunges a day are not uncommon, and very different indeed are they from the superficial ablutions of America. The people soak themselves often for hours at a time—in some cases keeping the water at the right temperature by means of a cunning little stove contraption placed underneath the tub.

The public baths are well patronized by the masses, and on the hottest nights perspiring throngs clad in the scantiest garments elbow their way to their favorite establishment, where, for a few sen, one may have his scalding community dip and the services of a professional rubber. Soap is still little used away from the cities. Rice bran takes its place for personal toilet, while a mild form of lye made from wood ashes is used for general laundry purposes. Soaps such as Ivory and Pears are used among the better classes and Americans, but cheap French and Spanish perfumed soaps have a popular ap-

peal. Their sale is increasing, due to the burning of soft coal.

The brushing of teeth is quite a public performance. The teeth of Japanese people are often very soft, and especial attention is given to their care. In the room of your hotel in Tokyo or Yokohama, you will find a toothbrush and package of powder—just as one is accustomed to find a cake of soap and towels in American hotels. Tooth brushes can be purchased as low as one cent each, and in the hotel lobby one must not register consternation to observe a group of well-clad men and women vigorously scrubbing their teeth after a meal, for ten or fifteen minutes alternately using a white tooth powder and a red tooth wash. And no one can wield a tooth pick with more dexterity or noise than the smiling Nipponese.

## ART IN OCCIDENTAL MAKE-UP

One can still see women in Japan with teeth stained black—a marriage custom inherited from olden days when the new-made wife would color her teeth and shave off her eyebrows to make herself less attractive to other men. Women in the cities are fast becoming Occidentalized as far as toilet aids are concerned, and even the Geisha girls, who formerly painted their lips purple and adorned themselves according to bizarre notions of beauty, now prefer the rouge and artificial blush of maidenhood, so conveniently supplied in package form. But girls in the smaller towns only use cosmetics on festive occasion or when traveling to the metropolis. Face powders are increasing rapidly in popularity, their use being formerly regarded as a mark of social distinction. Little attention is as yet given to manicuring.

An interesting custom in connection with the sale of toilet articles is practiced in many theat-

in Japan. Most popular plays have a special day set aside when the stage is decorated with gifts from the company selling cosmetics. Every theatre-goer is presented with a box or basket containing preparations—facial creams, toilet waters, tooth powders, etc.

Every color has a meaning all its own in Nippon. Young girls and children may wear gay flowery colors on the outside, but the older women only wear bright kimonos underneath. Outside, with proper modesty, the shades are of more subdued intent: black, dark blue, plum, etc. When one becomes seventy years of age, he or she retires with much ceremony from active life, and dons clothes of a brilliant scarlet hue.

White is the color of mourning in Japan. Red and white are congratulatory and when you enter a store, you are asked whether you want your purchase wrapped for a gift. If the answer is in the affirmative, the gift will be tied with string of five strands in colors red and white. A fish also is a symbol of well wishes, and where formerly the actual finny object was sent, a border or design of fish now suffices. A fan, a reproduction of a lobster or a turtle also indicates felicitations. All these things have a bearing on package and merchandise patterns.

As pictures show, the women of Japan take matchless care of their hair, indulging in elaborate coiffures. Many Japanese women feel it a disgrace to have curly hair, which explains the use of scented oils to give it that much-admired straight look. At night a pillow with a wooden head-rest is placed in position so the coiffure may not be disarranged.

Doesn't all this interest in appearance suggest a fertile market for makers of American toilet specialties?

PRINTERS' INK was recently privileged to glance through a number of foreign inquiries on the desk of a prominent manufacturer. The majority were from Japan—but it so happens that this particular individual has more do-

mestic business than he can afford. The letters came from Japanese importers who had noticed the firm's advertising in American publications. In entering the Japanese market, there are difficulties to be met and surmounted of course—difficulties of Japanese competition, difference in money values, buying habits of the people, customs regulations, etc. But in spite of many obstacles, it is apparent that here is a market possessed with the buying inclination—which, after all, seems to be the first essential necessary to success in exporting.

### Export Corporations Formed for Foreign Trade

Two corporations have filed statements with the Federal Trade Commission, indicating their intention of engaging in export trade under the Webberne act.

The Cement Export Company, Inc., of New York, is made up of eleven cement firms: Lawrence Portland Cement Co., New York; Allentown Portland Cement Co., Allentown, Pa.; Giant Portland Cement Co., Philadelphia; Nazareth Cement Co., Nazareth, Pa.; Phoenix Portland Cement Co., Philadelphia; Glens Falls Portland Cement Co., Glens Falls; Coplay Cement Co., Coplay, Pa.; Hercules Cement Corporation, Philadelphia; Philadelphia Cement Corporation, Philadelphia; Helderberg Cement Co., Albany, N. Y.; Dexter Portland Cement Co., Nazareth, Pa.

Officers of the company are: Charles F. Conn, first vice-president; Joseph Brebsto, treasurer; Morris Kind, secretary. The authorized capital stock is 1,000 shares, with a par value of \$100 each.

The Alkali Export Association, Inc., New York, is composed of five companies: Pennsylvania Salt Manufacturing Co., Philadelphia; Solvay Process Co., Syracuse, New York; Michigan Alkali Co., New York; Columbia Chemical Co., Cincinnati; Hooker Electro-Chemical Co., New York.

Authorized capital stock is 2,100 shares, of which 2,000 shares is preferred, having a par value of \$100 each. The remaining 100 shares will have no par value.

Officers are: Eli Winkler, president; Horace G. Carrel, vice-president; Harry M. Hooker, secretary and treasurer.

### Returned Y. M. C. A. Man With "Motor"

Harry B. Lasher has returned from Y. M. C. A. service in France and has joined the Chicago office of *Motor*. Mr. Lasher was at one time Western manager of the *Philadelphia Press*.

# The Comic Twist in Sales Contests

It Often Creates a New Enthusiasm in the Hearts of Tired Traveling Men

**O**UT on the road, salesmen are apt to get pretty weary of the same old sales bulletins—even if they masquerade under the name of Pep, Guff or Ginger.

"Do It Now," and "Results, Not Excuses," may have been all right in their day, but their day is long dead. And after a man has been lugging the same old sample case around for ten or fifteen years, the average sales contest—even though it promises a silk hat or a neatly engraved certificate—is likely to become stale stuff. The old-timer is content to continue the even—or uneven—tenor of his ways, and lets the nursing newcomer receive the glory, the president's handshake, and get his tin-type in the house-organ.

The advertising manager of a firm where this condition existed got a new slant on the contest idea by giving it a comic twist, and appealing not only to the salesmen's pocket-books, but their funny-bones as well. The article to be pushed happened to be screen paint, a common enough product, sold to retailers during two comparatively short seasons in spring and fall. Assortments of ten, twenty and thirty dollars were made up, and the sales force divided into two camps: The Boneheads and The Ruffnecks, each presided over by one of the best-liked men.

Instead of recording the progress of the contest by assortments sold, each assortment represented so many flies swatted. A ten-dollar assortment counted as 1,000 flies, a twenty-dollar assortment as 2,000, etc. When the competition was announced, a rubber fly swatter of most improved design was mailed to each salesman, together with details, and after he had swished it around a bit, he wondered what next was going to happen. Just as soon as he sold his first order—which most

of the men did right off the bat—he received carefully wrapped in tissue paper an "ossified house fly" stick pin, purchased from the local "funny shop."

Instead of reporting details of the campaign in dignified phraseology as was formerly the custom, the weekly bulletins read something like this:

"Boo, hoo, hoo. Turn on the solemncholy spotlight. Mute the violin and lend me your bankey, sis—'cause I've got a most sorrowful tale to relate! The slaughter has commenced!"

"Thirty-nine thousand poor innocent little house flies will never return to their happy homes. They have been cruelly snuffed out of existence—and the sporting records are not yet all in. Thus far, the Boneheads lead with 22,000 gory little scalplets hitched to their belts. But the Ruffnecks, captained by the brave, dauntless, intrepid Nick Halpin, are trailing not far behind and a thrilling contest is promised."

All through the campaign the same funny appeal was maintained. Comic jingles were sent along with the salesman's mail. The salesman each week who sold the greatest number of assortments was elected Grand Swat. A "high sign" was created for the order: Bringing the hands together with a resounding swat.

And the result? The firm sold in one month more screen paint than it had ever sold in any four previous drives—because the comic contest kept constantly before the salesmen the sale of a specialty which otherwise was often overlooked.

## Frank Wilson Leaves Los Angeles Bank

Frank Wilson has severed connections with the Guaranty Trust & Savings Bank of Los Angeles, to start an advertising department for the Scandinavian-American Bank at Tacoma, Washington.

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# H. J. Heinz's Advertising Philosophy

Some of the Selling Methods That Built His Mighty Business

By A. D. Albin

NOT to use conventional methods, may be summed up as the advertising philosophy of Henry J. Heinz, founder and president of the H. J. Heinz Company, who died Wednesday, May 14.

Advertising played a big part in the astounding development of his business from a boy's hobby of fifty years ago to a concern today that straddles the earth. Mr. Heinz began his enterprise by peddling home-made horse radish in a basket which he carried on his arm. The business which he started so humbly now gives work to thousands of employees. The main plant at Pittsburgh covers twenty-two acres of floor space. There are sixteen branch factories, ninety-eight salting houses, and forty-five distributing centres. The output that in the beginning Mr. Heinz sold and delivered himself, has grown so that it now takes 400 traveling salesmen to dispose of it.

A man who built up a business of such vast proportions must have been able to put to work a number of selling ideas that achieved mightily for him. It may be set down as an axiom that no man can succeed in a big way by manufacturing alone. A product, no matter how meritorious it may be, will not find its own market. Hence it is a manufacturer's sales methods that usually win him distinction. It may be taken for granted that he has good goods. If not, he could not have sold them.

It was his keen selling instinct that started H. J. Heinz on his career. His parents wanted him to enter the ministry. But the four-acre garden patch which the family had in cultivation brought out the fact that his ambition lay in another direction. He wanted to dispose of the surplus that the

garden produced. So well did the patch thrive under his management that the second season's yield brought him in \$2,400. To wring \$600 out of an acre of ground in those days was not only a feat in agriculture, but above all a feat in selling. So well did the gardening go that the boy decided to manufacture one of his own raw products into a finished article of commerce. Hence he started to bottle horse radish. This was the first of the famous "57 varieties." At the very start, Mr. Heinz tried to give distinction to the product by dressing it in a new way. He realized that it is much easier to sell an article that possesses something that is peculiar to itself.

HELPING DEALERS, A HALF CENTURY AGO

It is said that in calling on the trade with his horse radish fifty years ago the youthful manufacturer appealed to the grocers not so much in talking his product as he did in passing out selling ideas for groceries generally. If he observed a wilted bunch of vegetables in a store he would tell the proprietor that produce of this sort would keep better and thus sell easier if he kept it fresh by occasionally sprinkling it with a little water. He was continually handing out suggestions in this way. So practical did the grocers find his ideas that they were always glad to see him coming. As a result, it was not long before he had built up a valuable good will. This manifested itself in the increasing sale which he found for his product.

He was a stickler for service all his life. His ideas in this respect permeated his entire business. For example, the Heinz company was one of the first con-

cerns in this country that had its salesmen give up trying to sell on Saturdays and instead to devote their time to helping the grocer sell his goods. This plan has become fairly common in recent years, as it is becoming generally recognized that the way to win a dealer's loyalty is to help him.

Nothing displeased Mr. Heinz more than a salesman who would not practice this idea of service. A story is told about him which illustrates this very well and which is very typical of the methods of the man.

#### APPRECIATION OF SERVICE IN LATER LIFE

A few years ago he was spending a winter vacation in Florida. Let me say, by the way, that Mr. Heinz was an inveterate traveler. He crossed the Atlantic numerous times. He was always searching in every nook and corner of the world for ideas. On this particular trip to Florida, he dropped in to visit one of the dealers in the town where he was staying. He was no sooner in the door than he saw a small barrel of Heinz Chow Chow in very bad condition. It seems that this grocer had let some of the chow rise over the preserving liquid. Being exposed to the air in this way, it had spoiled. "I'm in the pickling business myself," said Heinz to the surprised retailer, "and I hate to see this stuff in this state. Have you said anything to the salesman, who sold it to you, about it?"

"Yes," replied the grocer, "but I don't seem to be able to get him to do anything for me."

"Well," said the manufacturer, "since I have a lot of time on my hands, and since I love to fuss around goods of this kind, would you mind if I fixed that chow for you so that it will begin selling again?"

The grocer gladly gave his consent and the old man went to work. After toiling over the barrel for an hour or so, results began to show. Spoiled goods had been thrown away, the liquid had been brought up over the chow and a neat selling display had been ar-

ranged. A butter dish of the pickles was shown and beside it was put up a neatly penciled sign reading, "Delicious with cold meats. Twelve cents a measure." When the job was about finished, who should walk into the store, but the Heinz salesman for that territory. The first thing he noticed was Mr. Heinz hard at work over the barrel. This seemed to irritate him, and he screamed out, "Say, old fellow, what are you doing with my pickles?"

"Are these yours?" calmly asked the toiler.

"You bet they are," said the other, "and I want to know what right you have to be monkeying with them."

"Why, I'm H. J. Heinz," said the old gentleman. With that the salesman, unable to stammer an apology, rushed out of the store and over to the hotel to write out his resignation. It was not accepted, however. It was felt that the lesson the incident taught him would make him a more valuable man in the future.

#### LIKED TO EMPLOY THE NOVEL IN ADVERTISING

In advertising, Mr. Heinz always wanted to use methods that few others were using. He was always interested in new ideas in advertising. The novel stunt was the one that appealed to him. He was one of the first to use large painted boards along the railroads. He was also among the first to employ electric displays. When these methods of advertising were used more extensively by others, he began to lose interest in them. He wanted to be doing something that the other fellow was not doing. He wished to be pioneering in advertising. A man who knew him well said if it were possible to hang a sign from the moon and only one were for sale that the man who would have bought it would have been H. J. Heinz.

Of course, in actual practice, Mr. Heinz's advertising ideas were influenced by his associates, with the result that the company has advertised consistently along regular lines. Mr. Heinz was not afraid of an idea just because no

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**American Library Association  
Literary War Service**

Subscription Office of Congress, Washington, D. C.

May 10, 1919

NY 12 93

Publisher of "LIBRARY",  
125 West 40th St.,  
New York City.

PLEASE NOTE: SUBSCRIPTION FOR LIBRARY OR SERVICE STATION RESIDENTS BELOW.  
IN ACCORDANCE WITH INSTRUCTIONS GIVEN, BILL SHOULD BE SENT TO A.L.A. WAR SERVICE, LIBRARY OF CONGRESS, OR WE HAVE NO SPECIAL SUBSCRIPTION RATE FOR THIS STATION. PLEASE CONSIDER THE EXPENSE OF OUR MAIL AND SHIP TO THE POST OFFICE, RAILROAD PARCEL POSTAGE.

GOOD RATE AND DEPUTY SUBSCRIPTION RATE SHOULD BE SPECIFIED ON THE BILL. NO SUBSCRIPTION SHOULD BE RENDERED WITHOUT A DEFINITE ORDER FROM THIS OFFICE.

**Notes:**  
5000 copies or Notes for June, at your best rate possible.

NOTE TO MEMBERS: IF FIRST NUMBER DUE ON THIS SUBSCRIPTION IS NOT RECEIVED  
WITHIN THREE MONTHS, PLEASE NOTIFY HEADQUARTERS.

NOT TO Mr. E. J. Bailey  
A.L.A. Subscription Office,  
31 West 35th St.,  
New York City.

VERY TRULY YOURS,  
Herbert Putnam

*Herbert Putnam*

PRINTERS' INK  
N.Y.C.

## The Boys in France Want MoToR!

We're proud of this order.

It indicates what our soldier boys think of the "livest industry's leading magazine."

It indicates what trained librarians think of the fastest growing motoring magazine.

It verifies the opinion of America's motoring public.

Every one of the 5,000 copies will go to France, and furnishing these magazines requires the printing of over 46,000 copies of the June number—again the largest edition in the history of the magazine.

Watch MoToR grow!

# MOTOR

THE NATIONAL MAGAZINE OF MOTORING

Detroit, Mich.  
108 Kreage Bldg.

119 West 40th St.  
New York, N. Y.

Chicago, Ills.  
326 W. Madison St.

'MoToR sells more copies per issue on the newsstands than all other automobile publications combined

one else had recognized it. What he was trying to do in advertising all the time was to be distinctive. He wished to make the public and the trade see the importance of what he was accomplishing. His attitude in this connection was shown by the care he took in seeing that retailers were not overfed on advertising helps. "Give them one sign," he would say, "and make them see the value of it. Then they will use it. If you give them a dozen they won't use any, but should they use them, then such a quantity on display will destroy their value in the eyes of the public."

#### MAKING EVERY SOUVENIR COUNT BIGGER

One of Mr. Heinz's little habits shows his advertising philosophy. At one time the company distributed a watch charm in the shape of a small green pickle. Mr. Heinz used to carry a quantity of these in his pocket and looked for every chance to hand one out to some one who would appreciate it. But when he found a likely prospect for the charm, he would take the one that he had on his own watch off very carefully and very conspicuously hand it over saying, "Here is a souvenir for you." Then when his back was turned he would take another pickle out of his pocket and put it on the watch, so as to be ready for the next fellow. Distributing the souvenirs in this manner he shrewdly saw that they would be more highly prized than if he passed them out promiscuously.

Probably the most notable of the Heinz company advertising achievements was the extensive use of the "57 varieties" slogan. This is one of the most popular slogans ever coined. Into this slogan is compressed a whole sales campaign. The company has always been identified with pickles. It is known all over the world as a pickling house. As a matter of fact, though, for years the concern has been making a big variety of food products, from ketchup to plum pudding. In view of this the pickle reputation was somewhat limiting. More than

anything else the "57 varieties" slogan led people to understand that Heinz made not only all kinds of pickles, but also 57 varieties of food. In other words, the slogan was always selling the entire family of Heinz products. In respect it is counted one of the most successful of all slogans.

H. J. Heinz is another name to be added to the illustrious role of American advertisers who started to manufacture their products in the family kitchen, in the back room of some insignificant corner drug store, or in some other humble quarter. Of course these men made good articles, but above all they had an unshakable faith in them and in their ability to sell them. In nearly every case advertising found the market for these products. It was the force that lifted these men from obscurity to a position of worldwide prominence.

#### To Lessen Speculation in Food

On the "suggestion" of Julius H. Barnes, president of the Food Administration Grain Corporation, the Chicago Board of Trade has re-established the rule limiting the amount of open trades in corn for any one interest or individual to 200,000 bushels. This is the same rule that was in force during the war with the idea of preventing undue speculation.

The action of the Food Administration is the direct result of rapid fluctuations in the price of corn. In less than two days the price of May corn dropped from \$1.73 $\frac{1}{2}$  to \$1.53 $\frac{1}{2}$ . Then in about the same time it shot up 20 cents.

PRINTERS' INK of May 15 told of Mr. Barnes warning the Chicago Board of Trade in an address that such rapid and wide changes in prices was evidence that the board was not performing its proper functions. Mr. Barnes went on to New York and then summoned L. F. Gates, president of the board. He made the suggestion to Mr. Gates which resulted in the re-establishment of the war-time lid.

#### Freeman Speaks on Value of Co-operation

William C. Freeman, of Paul Block Inc., New York, recently addressed the merchants of Rochester, N. Y., and the S. A. M. Club, of Syracuse, on the value of co-operation between local merchants and national advertisers. Mr. Freeman also gave a talk on advertising and selling before the Chamber of Commerce of Mt. Vernon, N. Y., and the Advertising Club, of Scranton, Pa.



# SANDWICHING CLEVELAND

USING more than one newspaper to cover Cleveland and Northern Ohio is like a third slice of bread in a sandwich. In PLAIN DEALER territory live 2,800,000 buyers who depend directly or indirectly on Cleveland to supply their wants. Sandwich this tempting territory. It's "your meat" with

## THE PLAIN DEALER

Largest Morning Circulation Between New York and Chicago

*Eastern Representative*  
JOHN B. WOODWARD  
Times Bldg., New York

*Western Representative*  
JOHN GLASS  
Peoples Gas Bldg., Chicago

575,000  
Magazines  
Each  
Working Day

To produce the editions of THE LADIES' HOME JOURNAL, THE SATURDAY EVENING POST and THE COUNTRY GENTLEMAN:

575,000 complete magazines, ranging from 44 to 188 pages each, must be

and are manufactured each working day.

They consume 240 tons of paper a day. Which means a paper bill of 10 million dollars a year.

134 printing-presses print this number. But it can only be done by working overtime.

So, 35 additional presses are now under order and being built.

Already the largest battery of printing-presses in any publishing establishment in the United States, the total number of 169 presses, when finished, will represent a capacity of over 750,000 magazines a day.

*The Curtis Publishing Company*

## LITTLE STORIES of BUSINESS LIFE

The manuscript of a booklet was turned over to us by a large corporation—leaders in their line. The copy had been passed by their advertising department, one of the best in the business.

Before putting the job in type we looked over the copy, which contained many classical and historical references. On checking these up, we found that a number of the statements of fact were not in accord with the best authorities.

We suggested fifteen different changes, all of which were made by the customer.

Whenever we talk about Charles Francis Press service, it means something.

**CHARLES FRANCIS PRESS**

The Address is 461 Eighth Avenue, New York  
The Phone Number is Greeley 3210

# What Is It That Counts in Sales Figures?

Turnover the Most Important Figure to Be Found

L. O. VAN SICKLE,  
ADVERTISING AND SELLING COUNSEL.

JAMESTOWN, N. Y.

*Editor of PRINTERS' INK:*

Quite some time ago I remember reading an article in *PRINTERS' INK* in which Filene, of Boston, gave a comparative figure of the amount of business done in their earlier days and the present time per square foot of store space. I cannot now seem to locate the copy in which this appeared and wonder if you will be good enough to give me the data.

As I recall the figure, they did about \$300 per square foot per year in their old store. This seems very high for most retail businesses. I have a client in the retail shoe business who is now doing \$62.85 and we thought that we were making exceptionally good use of our space, as our rent percentage is 2.1 per cent on sales for last year.

Can you tell me where I can get the data on the amount of business done in the retail shoe business per square foot of floor space?

L. O. VAN SICKLE.

FIGURING retail sales on the basis of the floor space occupied in the selling is a common practice in the department store field, and among a few other classes of retailers who have highly organized statistical systems. Edward A. Filene, president of William Filene Sons & Co., of Boston, is a conspicuous exponent of this system of figuring. In the January 18, 1917, issue of *PRINTERS' INK* a statement of his in this connection was recorded, in which he said:

"In our first store, which was very small, we sold on an average when it was developed over \$100 per square foot of space occupied; really, it was nearer \$120 per square foot, as I now remember it.

"In our present store, which is a one-block front and which has the reputation of not being a slow store, we do not sell over \$50 per square foot, and yet it is the same group of men, with added experience, that is running the store. It shows clearly that we have not yet developed that machine which is nearly the best retail store in the country—that it is simply a ma-

chine for distribution, but we have not yet developed it to anywhere near the effectiveness in the use of space which we had in the small store where we first started."

The average retailer, however, makes no attempt to figure his sales on this basis. Advertisers would count themselves mighty lucky if they could get their dealers to use any system that would enable them to determine accurately their turnover on various classes of merchandise. For most retailers a knowledge of their turnover would be sufficient. Unless rent is a big factor in their expense account, figuring on a basis of floor space isn't necessary.

In trying to find out to what extent Mr. Filene's method is followed in the retail shoe business we showed Mr. Van Sickles letter to a number of well-informed shoe men.

W. W. Everett, publicity manager of the *Shoe and Leather Reporter*, tells us: "I have taken this matter up with the advertising managers of several of our largest wholesale shoe companies here in Boston and they are all emphatically united in saying that it is not customary for shoe stores to figure on the basis of floor space. They say that while a factory can lay out its floor space and figure the production of the machines against the overhead, because both the production and overhead are fixed amounts, a retail shoe store cannot do this, because while the overhead is fixed the production is a variable quantity."

W. G. Dennis, publicity manager, Rice & Hutchins, who conducted an investigation of his own upon the subject, writes: "I have this morning received an opinion from one of the most successful shoe retailers, who says that he never heard of such a method being employed and doubts if any retail store figures its business on

that basis. Have also heard from the editor of one of the leading shoe trade papers, who is considered an authority, and who says: 'It is my opinion that it is not customary for retail shoe men to figure the amount of their business on the basis of floor space occupied by their stores.'

"These two opinions would seem to indicate that the floor-space basis is an unheard-of and probably an impractical thing in retail shoe businesses."

A letter from Selz, Schwab & Co. declares that:

"The way most dealers figure is in the turnover. If a dealer is turning his stock two or three times a year he has a successful business, regardless of the size of store.

"The average shoe dealer in a town from a thousand to ten thousand population can do a good shoe business on a stock of from \$4,000 to \$6,000. A few years ago he could beat that by fifteen hundred."—[Ed. PRINTERS' INK.]

### Advertising for Pastor Displaces Trial Sermon

THE Crescent Congregational Church of Winnipeg needed a new pastor. The church had been without a regular pastor for nine months. Several candidates applied and were tried out in the good old-fashioned way of a trial sermon. But none seemed to suit.

It happens that the chairman of the pulpit committee of the church is C. F. Rannard, proprietor of three prosperous retail shoe stores in Winnipeg. Despite the fact that he is a busy man, attending to these three retail establishments, he finds time to do considerable work for the church.

Mr. Rannard owes much of his success in business to advertising, and is a firm believer in its efficacy. So when the pulpit continued to be unfilled, he suggested to his committee that they advertise for a pastor. The committee was properly horrified. It was

beyond church ethics, *infra dig.* But the chairman held out, and furthermore offered to pay the cost of advertising. That clinched the matter; the committee smiled, forgot the ethics, and told him to go ahead.

The advertisement was placed in a Winnipeg paper, a Toronto paper and also in a Chicago paper and was inserted twice in each. It was a very dignified announcement, and was placed next to the church notices in each newspaper. As a result over a hundred applications were received, and a pastor was chosen inside of four weeks, whereas by the old conservative method nine months were lost in embarrassing would-be applicants and the congregation with trial sermons.

Mr. Rannard has since received the thanks of the committee and congregation for adopting business-like methods in securing a pastor for their church.

### Marshall Field Returns to Pre-War Service

Marshall Field & Company have advertised a return to pre-war service at their Chicago retail store.

"With the combat over and our older employees gradually returning to duty at home, the period of urgent conservation of man power is past, and a resumption of our highly efficient service is permissible," says the advertisement. "From now on the store expects to make two deliveries per day as was the case before the war."

Practically all the retail stores in Chicago cut down their service during the war because of the scarcity of men. Now men are plentiful enough, but the stores are confronted with the steadily increasing cost of doing business.

### J. V. Gilmour With Chicago Printers

J. V. Gilmour, formerly advertising manager of the Chicago and Eastern Illinois Railroad and of the Racine Rubber Company, has become associated with the Henry O. Shepard Company Chicago printers.

### John Sweeney Out of Service

John Sweeney, Jr., has been released from the Service and has returned to The Manternach Company, advertising agency, of Hartford, Conn. Mr. Sweeney was in the cavalry for two years holding the rank of first lieutenant.

# The American Exporter

## Advertising Pages Are Grouped According to Products

It gives your export message double power—strong publicity and representation of your line in those pages referred to by the buyer abroad looking for such goods. Can you afford not to be listed in your section that is virtually a buyers' guide?

Everything from Boots and Shoes to Automobiles, from Hardware to Food Products, Jewelry to Exporters and Forwarders is represented in these group sections in our four monthly editions—English, Spanish, French and Portuguese. The divisions are:—

- |   |   |
|---|---|
| 1. General & Special Machinery, Mill Supplies | 8. Motor Boats, Marine Engines & Equipment          |
| 2. Construction & Building Equip. & Supplies. | 9. Jewelry & Optical Goods                          |
| 3. Agricultural Implements, Tractors          | 10. Chemicals, Dyes, Drugs, Druggists' Supplies     |
| 4. Food Products                              | 11. Export Merchants, Buying Agencies, Forwarders   |
| 5. Hardware & Tools                           | 12. Office & Store Equipment                        |
| 6. Manufacturers' Materials                   | 13. Household Furnishings, Toys, Sporting Goods     |
| 7. Automobiles & Accessories                  | 14. Dry Goods, Wearing App'l, Boots, Shoes, Notions |

Write today for sample copies and further details.

# AMERICAN EXPORTER

17 Battery Place  
New York City

*Established 1877*

Four separate editions every month

# "Leatherized"—A New Talking Point for Boys' Clothing

Brand to be Advertised by J. J. Preis & Company, New York

By Helen A. Ballard

THERE is unusual activity just now in the boys' clothing industry. New lines have been brought out in the past two years and others are continually springing up, each featuring some distinctive quality which has been built into the suit. Manufacturers are becoming constantly more awake to the possibilities in advertising this branch of their products and each is endeavoring to find some novel feature with which to attract the buying public, something which is entirely different from that of his competitors and which lends itself to clever publicity.

A new garment which has recently made its appearance is the "Leatherized" suit for boys, based on the assertion that clothes wear from the *inside* out and not from the outside in. Most folks have noticed that their coat *lining* wears out quicker than the outside, that it wears most around the armsizes, at the neck, elbows, or wherever the friction comes. J. J. Preis & Co. have capitalized this fact and have brought out a boy's suit reinforced with leather where vigorous Young America puts the most wear. In order that the company might have some quotable authority on this subject, it induced a university professor to make a scientific test before launching the suit.

The suits are being advertised to the trade through several leading business papers and by a direct series of letters and mail pieces. The newspaper campaign will be concentrated where distribution has been obtained. The newspaper advertising this season is largely in the nature of a test, but beginning with the spring season of 1920 the company plans to launch a national advertising campaign through the magazines.

The special advertising feature of the suit makes a direct appeal to women. The manufacturers knew that it would, and they have carried out the appeal in the advertising matter which is furnished for the dealer's use. The slogan, "wears like leather," is as old as boys' clothing, but in this suit it is given a practical application. The mother visualizes the knives, tacks, fish hooks and other miscellaneous articles that her son treasures on his person, and she realizes that here is a solution for that everlasting hole-in-the-pocket problem, for trouser knees strained to the threadbare point in baseball catching or in making football touchdowns, for elbows pressed hard down on the desk in an effort to concentrate for tomorrow's troublesome quiz, and a hundred and one other wearing things that any real boy can do even to his Sunday suit.

The advertising which she will see in the local paper brings out all of these points while at the same time reminding her that the suit is quite good enough in material and tailoring for best, and that it will require less pressing because the leather reinforcement makes it hold its shape.

Close upon the heels of the newspaper advertising comes a unique mailing-card from the dealer inviting her to come into the store and let him show the suit *inside out* for her inspection. The card has a detachable side to be used as a reminder of where the suit may be found, and that it is sold exclusively by the dealers whose name appears on the card. The mailing card has a border printed in imitation of leather. On the inside of the card, which bears the customer's address, is pictured a leather hide spread across the card with the two long

# New York Commercial

*"The National Business Newspaper"*

Indispensable to the Men Who Buy and Sell

**THE LAKEWOOD  
ENGINEERING CO.  
CONTRACTORS EQUIPMENT  
INDUSTRIAL CARS - CONCRETE MIXERS  
CLEVELAND, OHIO, U.S.A.**



Cleveland, O., April 21, 1919.

Russell R. Whitman, Publisher, New York Commercial.

Dear Sir :—

Attached is our order for the New York Commercial to be sent to each of our ten District Sales Managers for the ensuing year.

A digest of news in general as it applies to business should be in the hands of every Sales Manager, and if possible, every salesman, every day. The Commercial is indispensable to the men who buy and sell.

Very truly yours,

ROY G. OWENS, General Sales Manager.

"The Silent Partner in our Business—Could not do without it," is the way another Sales Manager puts it.

Purchasing agents of many big cities, hotels and hospitals are also guided in their buying by the Commercial.

"Saves us annually thousands of dollars," says the official of a large southern city.

Every man with anything to buy or sell finds actual pocket-book value in the Commercial—that's why its readers are the leading business men and executives in 1,700 cities in the United States and Canada.

Sample copy on request.

RUSSELL R. WHITMAN, Publisher, 38 Park Row,  
New York City

**H**ERE are a handful of Automotive Dealer Record cards and several typical Confidential Reports, taken from our Research Department files. Obviously, the original names are camouflaged, and the cards are too cabalistic for anyone not "in the know" to decipher. There are, however, 100,000 cards of this character alone, maintained in this Department, to say nothing of other equally important material. All our Campaigns are based on painstaking selection from 98%—perfect data such as these specimens represent.



## Why is a Tack?

"TO show we have a representative here," says the debonair office help, as she daintily plugs in and connects up the line with a little-known Western soon-city. "Blue for distributors; red for dealers" . . . But the gods of business won't have it that simple. Tacks aren't dealers. Tacks aren't sales, orders, cashable drafts.

### Here is an Instance in Point—

Five years ago a famous passenger car manufacturer putting out a \$3,000-plus Six decided to make a Four, eighteen hundred dollars cheaper. Obviously, small-production, de-luxe-priced distribution wouldn't do for a "popular seller." So the retail count was taken, and no adding machine was needed to total it. Distributors, dealers, sub-dealers and branches—there were

#### Exactly 59 Outlets

No only quantity but quality was improvable. A careful market analysis was made by The Service Corporation, and upon it were based plans for simultaneous sales-promotion among both Dealers and Consumers. The first mailing to dealers was despatched April 20th. Five weeks later the Asst. Sales Manager reported, as a result of the first three mailings, "859 let-

ters, 43 telegrams, 74 telephone calls, and 24 personal visits." By the ensuing February this manufacturer, on taking inventory, found they had contracted with

#### 1100 Dealers in Ten Months

—an organization in numbers and efficiency bettered by only one other in America! . . .

*Tacks are not dealers, but they can be made to proxy real producers, through the right kind of studied campaigning based upon complete records of the men and markets to be reached.*

We can serve only a few clients—passenger-cars (but not trucks at present), tractors, trailers, airplanes and accessories—whose propositions are permanently good.

*If your product and policy are as good as the best and better than most, we can help you to realize the Distribution they are entitled to. No obligation is incurred by addressing*

**The SERVICE CORPORATION**  
*Automotive Sales      Development Exclusively*  
 TROY, N.Y.      DETROIT, MICH.

corners cut so as to form tabs which slip through the detachable card and add to the effectiveness of the illustration and form a part of it. The tab also closes the card for mailing purposes, while leaving it sufficiently open for post-office inspection. For instance, one shows the leather lining of the elbows, another the reinforcement of the knees of the suit, while a third makes the football which the lad is kicking over the goal. The catch phrase used on this is:

"The Ball Is No Tougher Than  
The Suit He Wears—  
*It's Leatherized.*"

There are six newspaper advertisements, with cuts as well as copy, and three of the dealer's mailing cards, furnished by the Preis company to all merchants carrying the "Leatherized" garments. Both forms of advertising are calculated to catch the interest of the boy as well as of his mother.

THE GUARANTEE FEATURE PLEASES  
PROSPECTIVE BUYERS

When Mrs. Customer responds to this advertising follow-up by a call to see the suits which have interested her from their practical side, and have fired her son with a desire to become the proud possessor of a suit that he knows would be the envy of his playmates because of its sportsmanlike qualities, she finds each one bearing an unusual guarantee tag firmly locked on by a leaden seal. This tag also carries out the leatherized idea, being in the form of a hide which looks like real leather but is made of so tough a fabric that it defies efforts to tear it. To remove the tag the wire which attaches it to the suit must be cut. But to the woman the interesting thing about the tag is the guarantee of perfect satisfaction; failing this, she is promised a new suit or *her money back* whichever she prefers.

Another effective piece of advertising furnished to dealers is the genuine brown leather skin on which is printed in colors the picture of a boy going over the

hurdles and inscribed beneath with the selling slogan, "Leatherized Suits for Boys." This is put up as a poster in the store window or wherever the dealer considers that it would be most effective.

There are other posters and window displays furnished with instructions for their use, and counter equipment to attract the customer's eye. Then there are selling hints given to the dealer in business-pushing letters that go from the desk of the sales advertising manager. No help that can be given the dealer in selling Leatherized suits is overlooked.

The sales letters to dealers go out in advance of the roadmen's calls. Alternating with these letters are postcards, another series of three of the folding variety similar to those already described which the dealer sends to prospective customers, the detachable return part of which makes the dealer's response easy.

Some of the dealers have been testing out the suits, although they will not be advertised locally until the fall line is ready for sale. A Boston dealer gave four of these suits to poor boys in the city just to see what would happen. He states that the mother of one of these boys reported that her son was so proud of his new acquisition that she could not keep the suit on him; that he was always pulling off his coat to show the leather trimmings to his boy friends. "So you see," says the Boston dealer, "how a little boy can start advertising this merchandise."

This is just one instance of the word-of-mouth advertising which the Preis company anticipated would begin when a boy once got into one of these suits and realized that it was his. But the company does not intend to let this good will lessen its advertising in the trade papers, and will continue to send a stock of advertising material to dealers carrying "Leatherized," so that not a woman in the country may be missed in the effort to acquaint her with the suit which carries this unusual service feature in boys' clothing.

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*Known Value*, as indicated by established trade-marks, backed by a record of making good, is the most potent factor in buying.

Hats or motor-cars—electric fans or crackers—filing cases or golf balls—you buy the reputation of the maker.

*Our Imprint—*

**The Cargill Company**  
*Complete Printing Service*  
**Grand Rapids Mich.**

is our *trade-mark*, backed by over 20 years of building better advertising literature. It stands for close and helpful cooperation in planning and executing your printing requirements.



## *Whether catalog or card* —A complete campaign **Cargill Service can**

Whatever is worth sending out, it is made available by Cargill Service. And an envelope stuffer can make effective use of your company and your products. If it is handled by an organization with experience and skill to the edge, the advertising value will be at its peak.

Cargill Service is not limited to elaborate catalogs or extensive campaigns. It can help you on all your sales literature.

### **A Nation-Wide Service**

The unusual degree of success we have achieved in assisting our clients with their advertising problems is evidenced by the fact that our business is national in its scope. From coast to coast and border to border, shrewd advertising men and organizations come to us every year for distinctive, forceful literature.

Distance is no barrier. Our superior facilities allow us to save time. Our experience make necessary less demands on your time.

**The Cargill Company**  
Grand Rapids, Michigan

**PLANNING  
DESIGNING**

**ILLUSTRATING  
PRINTING**

# Catalog or counter folder campaign or single piece— Service Can Help You!

th sent out, is worth doing well. A buffer can be made as truly representative of your company and your product as a 200 page catalog. Backed by an organization with the knowledge and skill to give every piece of value.

is not something to be used only on major or extensive campaigns. It can help you literally.

## Service We Study Your Sales Plan

success in our client's selling plan because our suggestions are always based on a thorough study of your proposition and to border on the appreciative determination to make your organization represent you and the product distinctly you wish to market.

Write us as to your plans—what you are contemplating in advertising, either catalog, direct-by-mail or dealer sales, and we will gladly tell you how we can serve you.

**Cargill Company**  
Grand Rapids, Michigan

ILLUSTRATING  
PRINTING

BUILDING  
MAILING





## A Complete Organization backed by a Complete Plant

The Cargill Company combines these essentials—an organization of experienced designers and merchandisers, backed by a plant second to none in equipment, facilities and skill.

The inevitable result is printed matter of originality, distinction and maximum effectiveness.

Any thoroughly equipped plant can turn out good printing, but, alone, cannot produce sure-fire advertising.

A good organization can plan good advertising, but without a complete plant, cannot produce good printing at a reasonable price.

The possession of both equipment and organization has earned for Cargill the designation "The House of Certainty."

## The Cargill Company

*Complete Printing Service*  
**Grand Rapids, Michigan**

# When

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THIS lady toward the of the, per not an angel was brought being by the Cup Co. just to the attention the t. b. the prosaic aspect she had her arms.

Not only is she not a she is not the only in the cast merely the blithe—only please, the "modern."

Another self-same is the poor bookkeeper looking the world over. Another sidling in the big another hatchet through time to whom regular

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# Where Whimsical Copy Sells the Business Man

Further Series of Lily Cup Advertisements Display Marked Originality

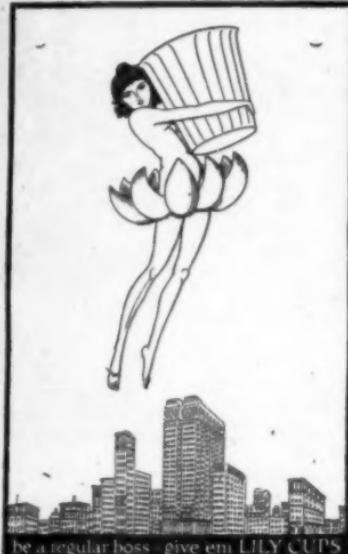
By Burnham McLeary

THIS young lady flying toward the top of the page is not an angel; she was brought into being by the Lily Cup Co., Inc., just to attract the attention of the t. b. m. to the prosaic product she holds in her arms.

Not only is she not an angel, she is not even the only star in the cast. She is merely the most blithe—or, if you please, the most “modern.”

Another in the self-same troupe is the pen-eared bookkeeper—looking for all the world like the Mad Hatter. Another is Mamie Rosenberg, sidling in a friendly manner up to the big cold water bottle. Still another is the chap with the hatchet face, who is wedging it through a half-open door just in time to bawl out to the boss (at whom the ad is aimed), “Be a regular boss—give ‘em Lily Cups.”

All these characters and many others, projected on the black and white stage of the daily newspaper, will instantly recall to the reader the checkerboard ad with its quaintly spelt words and the pithy and sententious phrase, “the nicest individual i. t. w.” And they are sufficiently startling, I believe, to justify renewed attention to a campaign that by reason of its simplicity and its marked originality has been surprisingly effective.



AS AIMLESS, ALMOST, AS A BUTTERFLY,  
BUT IT WINS ATTENTION

In a little chat which I had last Friday with Charles Errett (Mr. Errett is responsible for introducing these whimsical characters into the sophisticated realm of business), I referred to the compactness of his message.

“People are very impatient of words,” said Mr. Errett, “and we shape our copy with that in mind. For instance, here is an advertisement in which we show the entrance to the Equitable Building, and on

the lamp post in front of it—as if to designate the most important thing hereabouts—are just the two words ‘Lily Cups.’ Those are the only words that appear in the copy.” (Incidentally, not the least significant point to consider in estimating the value of this ad is the fact that over 100,000 people walk in and out this building every day.)

“The person who sees this advertisement,” he continued, “is going to look a second time, and when he sees those two words, he is more than likely to congratulate himself on his powers of perception and to think that maybe he has put something over on the other fellow. Why, one man not familiar with the tricks of commercial artists said to me in all seriousness, ‘How the deuce did you persuade the Board of Health

to let you put your name on that lamp-post?"

"You don't need to talk a lot each day. Effective advertising is cumulative. If it weren't, our December orders would not equal in volume the orders we got during the previous July. There would be a slump during the winter months. As it is, the winter months hold their own with those of the previous summer—because the snowball, if you like, is getting bigger and bigger all the time. We practically double our sales every year."

"A second factor that we keep in mind in preparing our copy," continued Mr. Errett, "is the importance of talking to people in their own language. Most people seem afraid to talk that way. Briggs isn't afraid to, though, and that's one reason for his great popularity."

"For example, I wouldn't say to you, 'I'm glad you like my cups.' I'd say, 'Gladya like my cups.' That is the sort of language that practically all of us use. If you say it's slang, I say it's the true language of the people. And time and again it is the familiar, the humorous and the whimsical in copy that succeeds in holding the attention where a scientific exposition of the same thing tumbles to the ground."

"Then it's nothing more than a pleasant whim—your directing

near to representing, to the average New Yorker at least, the crystallized essence of the ten commandments. Every boss wants to be regarded as a regular fellow. And our idea is to make that phrase mean not only fair hours,



ANOTHER OF THE RECENT LILY CUP WHIMSIES

pleasant work and good money—but also, lily cups."

"And your illustrations," I pursued, coming now to the problem that had perplexed me most; "Why do you use such absurd pictures? Take this hand, for instance"—designating what seemed



"NOT ABSURD AT ALL—JUST REGULAR PEOPLE," SAYS THIS ADVERTISER, WHO CLAIMS THAT WE'RE ALL FUNNY-LOOKING!

such deadly ammunition at the boss?" I queried, mindful of the phrase, "Be a *regular* boss."

"Not entirely," answered Mr. Errett; "You see it shames 'em. That word 'regular' comes pretty

to be a highly conventionalized hand holding aloft a lily cup. "That's a Botticelli hand, isn't it? Now why in the world do you chose such an absurd looking Botticelli hand?"



## Jobber influence means something



**C**ONCENTRATING railroads and interurbans give the Indianapolis jobber a peculiar dominance. This obtains not only in the Indianapolis Radius but even beyond the limits of the state.\*

The Indianapolis jobber maintains this dominance by making this an easy market to cultivate. He will support especially products advertised in *The Indianapolis News*.

The News has a remarkable jobber influence because the jobber appreciates what News advertising will do. He understands News power because it is HIS PAPER; his neighbor swears by it; his father took it before him; his salesmen quote it to him; his dealers over the state read it. He knows the key to consumer demand and easy distribution is News advertising. He will tell you so.

\*For instance, one drug wholesaler travels 36 men in Indiana, Illinois and Ohio. Steel products distributor covers five states. Automobile accessory house travels entire U.S.A.

## THE INDIANAPOLIS NEWS

CHARTER MEMBER A. E. C.

New York Office  
DAN A. CARROLL  
Tribune Building

FRANK T. CARROLL  
Advertising Manager

Chicago Office  
J. E. LUTZ  
First National Bank Building

"Botticelli, nothing," replied Mr. Errett with considerable warmth; "that's a *regular* hand. The fact is there's a great deal more truth in that hand than the average advertising man permits his artists to indulge in. The men and women in nearly all the advertisements you see have very poor hands indeed. Here's a lithograph of a beautiful girl, for instance. The hands in that picture are drawn only half their true size. Real hands are as different as noses or faces. The hand you refer to is just what a hand looks like—it's a *regular* hand."

"You're not convinced?" he continued, noting that I registered doubt. "Open your hand, then, and notice whether the fingers are close together at the base—the way fingers are usually painted—or slightly separated."

I opened my hand, and had to admit that the fingers on *my* hand, at least, were quite a bit set off from each other (to permit the money to slip through, I presume).

And then I put over a poser: "Anyhow," said I, "you'll have to acknowledge that the faces you choose are a mighty funny lot—and not at all true to life. Pray what is the reason for *that*?"

"Certainly they're funny," returned Mr. Errett, not the least ruffled, "but they're no funnier than the faces you see every day of your life."

"Yes, I guess that's so," I mused; "I've seen faces just as funny."

"Just as funny!" repeated Mr. Errett, "we're *all* funny—and you remind me of a friend of mine who once remarked to me, 'Did you ever notice how closely Jim Tully resembles a Chinaman?' I looked at Jim, and sure enough his eyes were slightly aslant, and if you'd put a queue on the back of his head and a pair of Chinese paddles on his feet, you'd have taken him for a Chinaman sure. But then I looked at *my* friend, and, by George, if he wasn't the living live image of a Chinaman! And ever since I have been enjoying myself observing how many of

our self-respecting citizens look like Chinamen! I tell you," concluded Mr. Errett in a plaintive voice, "we're *all* funny-looking!"

### Halifax Publisher Greeted Air Pioneers

"The American aviators reached Halifax Harbor shortly after eight o'clock Thursday night, May 8," writes William H. Dennis, general manager of the *Halifax Herald and Mail*, to George E. David, of New York. "I was out in a motorboat and was the first Canadian to meet, greet and congratulate Commander Tower, and offered the services of the entire staff of the *Halifax Herald and Mail* to help make their flight a success. I told Commander Tower that our entire organization was at his disposal, including our financial backing."

### High Figures Reached in Automobile Production

Daily automobile production in the States of Michigan and Ohio during the month of April averages 7,084 cars. This production is two and one-half times greater than the daily average of January, and an increase of 1,353 cars daily over the output for the month of March.

The figures, which appear in *Automobile Industries*, place the Ford daily production for April at 3,000 cars, Chryslert 700, Overland 600, Dodge and Buick each 500.

### O. G. Barrett Takes Up Agency Work

O. G. Barrett, for several years connected with the United States Department of Agriculture, has become associated with Brooke, Smith & French, Inc., of Detroit. Mr. Barrett will conduct practical research covering the application of farm products.

### Owen Becomes Editor of "Farm, Stock & Home"

N. H. Owen, publisher of *Farm, Stock and Home*, Minneapolis, has also assumed the title and duties of editor.

Hugh J. Hughes has resigned from the editorial staff of *Farm, Stock and Home* to go with the Commissioner of Agriculture of Minnesota.

### Secures Detroit Electric Car Account

C. S. von Poettgen, advertising agent, Detroit, will hereafter handle the advertising of the Detroit Electric Car Co. This company has been incorporated and separated from the Anderson Electric Car Co.

# 425,000 People in forty-mile radius of Oklahoma City—

One-fifth of Oklahoma's population is concentrated in the forty-mile retail trade radius of Oklahoma—a prosperous, diversified farming region which sends its trade to the state's chief city of 110,000 over a network of railroads, electric interurbans and public highways.

Concentrate your sales campaign first in this responsive market through the *Oklahoman* and *Times*, read daily in more than three-fifths of the 77,000 homes of these prosperous native white families.

Then cultivate the remainder of Oklahoma through these two great papers, reaching one family of every five in this thriving young state.

Information regarding the market for *your* product cheerfully furnished by our Merchandising Department.

## THE DAILY OKLAHOMAN

*"Oklahoma's Morning Newspaper"*

## OKLAHOMA CITY TIMES

*"The Evening Paper of Oklahoma"*

*Represented by*

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City San Francisco

# Is Advertising A

**I**N our businesses we spend lavishly on accounting systems—

Devise elaborate cost systems—

Pay small fortunes for production engineers and experts in every branch of science—

All these things to take the *guess* out of business.

But when we commence to advertise,

We *commence* to guess.

We guess what merchandise will sell—

Street  
E  
“Wanted:”

Real estate concerns have considered "institutional" copy in large space units "im-practical" for their business. The full page campaign of the Loton H. Slawson Co. in New York proves the reverse to be true.

# A Guessing Contest?

Guess what package will make a "hit"—

Guess what media will sell our merchandise—

Guess what advertisements will attract most and sell most—

Guess about everything—prove nothing.

Street & Finney have developed and proved a method that takes the guess out of advertising.

This method is at the service of a few manufacturers who like to think of sales in terms of eight figures.

# Street & Finney Inc.

Established 1902

## Pay-as-you-enter Advertising

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171 Madison Avenue

New York



MADE FROM MECHANICAL STEEL

**Power Farmers are Prospects  
for Your Motor Truck**

BECAUSE power farmers own large farms and operate them with power.

Subscribers to POWER FARMING think in terms of *power*. They have used steam engines as well as large gas engines and tractors for many years.

The subscribers to POWER FARMING are the most logical motor truck prospects in the farm field because they are not "horse-pace" men.

*Not the Largest Farm Market  
—but the Richest*

**THE POWER FARMING PRESS**  
**ST. JOSEPH, MICHIGAN**

**MEMBER AUDIT BUREAU CIRCULATIONS**

# Improvement in International Parcel Post Arrangements

Encouraging Progress Reported by Post Office Department

SINCE Maynard D. Howell, export manager of Montgomery Ward & Company, reported on the discouraging conditions affecting international parcel post (*PRINTERS' INK* of April 10), progress has been made in extending the system.

"Since the Post Office Department is making such commendable efforts in the extensions and improvements of our foreign parcel post," Mr. Howell now tells *PRINTERS' INK*, "I think we should not fail to give due acknowledgment and recognition of the good work. I want to express my sincere appreciation to *PRINTERS' INK* for its splendid co-operation in this movement."

In a recent address Otto Praeger, Second Assistant Postmaster-General, outlined recent results effected by the Department in improving conditions.

"When the Post Office Department held its conference with the exporters on February 11, 1919," he said, "we had an effective exchange of parcel post with but forty-four countries. However, the plans that we laid during the war and the preliminary work that we did during that period of transportation demoralization gave promise of speedy and great progress in the extension of parcel post once the war was ended and transportation conditions improved. It gives me pleasure to announce that not only have we resumed the interrupted parcel post exchange with Belgium, Greece, Liberia, Norway, Iceland, Alsace and Lorraine, and the Madeira Islands, but we have extended it to new territory, Corsica, Algiers, Tunis, Siam, Palestine, Mesopotamia, and the entire Union of South Africa.

"Spain has now a copy of the proposed first parcel post convention with that country, for the purpose, as we understand it, of

ratification, all points of difference having been settled by exchange of cablegrams, and as the result of a conference on Saturday, April 19, with a representative of the Swiss Legation, the vexed problem of reaching Switzerland through an intermediary country, which has been pending since 1898, has been solved, and the single step that remains to be taken is the fixing of steamship transit rates between Switzerland and the Trans-Atlantic companies operating out of French ports. Thus near to solution are the problems of parcel post with Spain and Switzerland which have been dragging over many years of negotiations.

"Likewise the last obstacle appears to be out of the way for the ratification of a parcel post convention with Paraguay, an agreement having been reached with Argentine for land transit of parcels through that country between Paraguay and the United States.

"In addition to this progress, England has agreed to act as intermediary for the transmission of parcel post between the United States and India and Egypt, and the two latter countries have been asked by cable to enter into an exchange of parcel post with the United States pending the final ratification of conventions heretofore discussed and apparently satisfactory to all parties.

## TO NEW MEMBERS OF FAMILY OF NATIONS

"Since the armistice was signed we are reaching out for the extension of the international parcel post to additional lands, and within the past week in conferences with representatives of Czechoslovakia, Roumania and Finland, agreements have been reached which these representatives have cabled their respective administra-

tions with recommendations to open their ports at once to American parcel post.

"You have heard a great deal about irritation over the delays to the mails to and from Norway, Denmark, Sweden and Holland. To end these delays the Postmaster-General has authorized the State Department to propose that, if it continues necessary to censor the mails with those countries at all, the censoring be done in America instead of in England, where transportation conditions are congested to an extent as to cause serious delay. Late cable press dispatches from Paris indicate that an agreement on this point has been reached. In the meanwhile Norway has found it possible to receive parcel post and other mails direct from the United States without the intervention of English censorship, and accordingly the resumption of parcel post to Norway has been announced.

"In accordance with the recommendation made by the conference of exporters of February 11, that the weight limit on international parcel post be increased from 11 to 22 pounds, this proposal has been rigidly pressed and since the adjournment of that conference Brazil, Peru, Colombia, Honduras and Nicaragua have agreed to this increase in weight limit."

Since Mr. Praeger's address was made, parcel post service has been resumed to Chile. Packages, limited in weight to 11 pounds, will now be accepted for transmission to that country, at the postage rate of twelve cents a pound.

#### Service Men Resume Former Positions

Jackson E. Moore and O. N. Wight, after several months' service in the army, have taken up their old positions as representatives of Barron G. Collier, Inc., New York.

#### J. A. Rice in Charge of Chicago Office

James A. Rice has been placed in charge of the newly opened Chicago office of *The Architectural Forum*, New York.

#### Washington "Cured" Piez of Desire for Government Ownership

CHARLES PIEZ, former director-general of the Government's Emergency Fleet Corporation, in an address before the Illinois Manufacturers' Association in Chicago last week, declared he was strongly opposed to Government ownership.

"I may as well confess at the beginning," says Mr. Piez, "that if I ever had even embryonic leanings toward Government ownership or operation I am completely and permanently cured, as any man must be who has had any experience at Washington. I subscribe, therefore, heartily to Mr. Hurley's private ownership and private operation principles. But I am not certain that immediate sale can be effected, for the prompt disposition of the entire fleet can only be made at ruinous sacrifices. The fleet should be disposed of in toto, for unless that is done private shippers will buy the cream of the fleet and the Government will be left to operate an ill-assorted and unprofitable remainder."

In his suggestion that the Government operate the merchant marine fleet temporarily, Mr. Piez took issue with Edward N. Hurley, head of the Shipping Board, who in a recent speech went all the way against Government control of the merchant marine at any time after peace is declared.

The association accepted the invitation from Mr. Hurley to send a committee to Washington to counsel with the Government as to the best methods of solving the merchant marine problem.

#### Triad League's Smoker

The Triad League of New York University held its final "Triad Event" Saturday evening, May 17th, in the room of the New York Advertising Club.

Robert Ramsay, editor of *Advertising and Selling*; Burnham McLeary, of PRINTERS' INK, and Frank Best, advertising manager of R. H. Macy & Company, were the speakers.



**R**eaches an industrial field which buys \$500,000,000 worth of factory equipment annually—the textile manufacturing industries, with mills located in every state of the union.

A highly specialized advertising medium which 800 leading industrial advertisers capitalize as a vital factor in their sales plans.

Adapted for the advertising of practically every product sold to manufacturing industries.

Ask on your letterhead for a copy of our book "Selling to Textile Mills," which gives definite information about the textile field as an industrial market.

# Textile World Journal

*Audit Bureau of Circulations.  
Associated Business Papers, Inc.*



**BRAGDON, LORD & NAGLE CO.**  
**334 FOURTH AVENUE, NEW YORK**

# George Creel Will Spend Large Sum in Advertising "Pelmanism"

Applied Psychology to Be Advertised Extensively

WHEN a man sees paid advertising changing the minds of neutral countries towards America's part in the war, and when he uses the force of advertising to help him out of a scrape in a large city where the judicious use of advertising turned a show which looked like a failure into a howling success with 2,000,000 people in attendance in fourteen days, he is apt to get the bug himself.

This appears to have been the experience of George Creel, formerly Chairman of the Committee on Public Information, who used the marshalled advertising forces of the Nation to help the Government sell almost everything from Liberty Bonds to American War Purposes. Addressing a group of newspaper and magazine men at a dinner given in his honor on Tuesday evening, May 13th, at the Manhattan Club, Mr. Creel explained first his conversion to advertising through experience and later, the circumstances which led to his deciding to become the American agent for Pelmanism. Pelmanism, which is apparently applied psychology made understandable and put up in little gray books, which can be understood by everybody, started about twenty years ago in Great Britain as a system of memory training.

Mr. Creel explained that on his recent visit to England, he couldn't dodge the idea of Pelmanism. It seemed to permeate all classes, from dukes to miners, and that with 400,000 members, was a subject of conversation on the street and at dinners in every class of society. T. P. O'Connor, M. P., introduced Mr. Creel finally to the head of the Pelman Institute, in Great Britain, W. J. Ennever. After investigating and finding out that the course has as its object the substitution of "I will" for "I wish," and attempts to substitute self-expression and self-reli-

ance for fear, Mr. Creel decided to introduce it to America. Mr. Ennever, who spoke at the dinner, stated that in England the annual appropriation for advertising runs close to \$1,000,000 a year at the present time, and that recently a concentrated appropriation of \$8,000 was spent in twelve days in the newspapers. It was stated at the dinner that the Institute, based upon the success previously attending its efforts in England, would start off in this country in a full-fledged large-size-paid-advertising campaign, using newspapers and magazines. The account will be handled by the William R. Rankin Company of Chicago.

## SELLING AN OLD IDEA

In addition to Mr. Ennever, T. S. Knowlson, director of the institution, explained that Pelmanism was not a new idea, that it merely expressed age truths presented in an understandable form and for practical use.

Other speakers at the dinner were James Wright Brown, *Editor & Publisher*; John Sullivan, Secretary of the Association of National Advertisers; James O'Shaughnessy, Secretary of the American Association of Advertising Agencies; George Ethridge, President of the Sphinx Club, and Condie Mann, managing editor of *Ladies' Weekly*.

Tributes were paid to Mr. Creel on his work of which so little had been actually known by the public, and he was welcomed by all present to the advertising field. As the Pelman Institute in England is the largest user of mail-order space in the world, according to those present at the dinner, and as Mr. Creel intends to launch the idea on the same large scale in this country, it is believed that a new addition has been made to the large space users of the country.

# Has this Record Ever Been Equalled in the U. S.?

**T**HE SUNDAY CAPITAL, only six weeks old, has published more local display advertising from the Des Moines merchants, in every issue, issue for issue, since it started, than the corresponding editions of The Sunday Register,—a newspaper that has been in business more than fifty years.

## *Des Moines Merchant Advertising*

Sunday	REGISTER	CAPITAL	CAPITAL'S EXCESS
April 6th,	2331 in.	9637 in.	7306 in.
April 13th,	2533 in.	2867 in.	334 in.
April 20th,	2249 in.	2466 in.	217 in.
April 27th,	2024 in.	2392 in.	368 in.
May 4th,	2329 in.	2514 in.	185 in.
May 11th,	2246 in.	2618 in.	372 in.
Total -	13,712 in.	22,494 in.	8,782 in.

¶ THE SUNDAY CAPITAL, for the past six weeks, has carried 8,782 inches more of local display advertising than the Register, for the same period, or a total of 64% in excess of what the Register published.

¶ THE SUNDAY CAPITAL has been a wonderful success from every standpoint. Every one acknowledges that it is a splendid newspaper. Thousands of people consider it, by all odds, the best Sunday newspaper ever published in Iowa. They recognize that it has set a new pace in Sunday journalism in Des Moines.

¶ The circulation for the month of April averaged 50,525 copies, net paid.

¶ We have no knowledge where any newspaper, in the history of the United States, has ever made such a phenomenal and such an immediate success.

## *The Des Moines Sunday Capital*

**A GOOD NEWSPAPER**

LAFAYETTE YOUNG, Publisher

New York and Chicago Representatives, O'Mara and Ormsbee, Inc.

*First City (in size) United States  
Second " " "  
Third " " "  
Fourth " " CANADA*

IT will come as a surprise to most people in the United States that the fourth City (in size) in America—is a Canadian City.

Awake to the fact that Canada is more than a country of limitless forests, rich mines and fertile wheat fields. Scattered from coast to coast are cities of varying size, raised to a high state of development—each the metropolis of the country round about it.

And in these Cities are published Daily Newspapers which both city and country dwellers read for news of war and peace, business and sport—news of things to buy—goods and services *advertised*.

These Daily Newspapers furnish the media of advertising your goods to every home—in every factory—in every community and to all classes of people.

The Canadian people already buy U. S. goods to the amount of \$2,000,000 per day.

*(Continued)*

(Continued)

## The Daily Newspapers of Canada

Are you deriving any benefit from this valuable trade? Are you getting your share of this business?

Canadians are increasing in numbers and in purchasing power. Canada—even now a profitable market—is going to take a leading place in the commerce of the world.

You should advertise your goods in this fertile field. You can do so economically and effectively by using the Daily Newspapers of Canada. Ten per cent of your United States appropriation will do it.

All information and details of rates, etc., will be furnished you upon application by these Newspapers—or by your Advertising Agency.

City	Popu- lation	Paper	City	Popu- lation	Paper
Halifax	53,000	Herald & Mail	Toronto	525,000	Globe Mail & Empire
St. John	55,000	Standard Telegraph & Times			
Montreal	750,000	Gazette Star	Winnipeg	225,000	Free Press Tribune
Quebec	100,000	Telegraph Le Soleil	Regina	26,105	Leader
Ottawa	101,795	Citizen Journal Dailies	Saskatoon	21,054	Phoenix
London	60,000	Advertiser Free Press	Calgary	56,302	Herald
			Edmonton	53,794	Bulletin Journal
			Vancouver	120,000	Province Sun
			Victoria	45,000	Colonist



*Every printing paper must measure up  
to certain well defined standards  
to meet the requirements  
demanded by the par-  
ticular job in hand*

## Equator Offset

*"Made as a Specialty"*

—is held to be the standard offset paper by offset printers and paper users. Rigid adherence to definite standards for strength, finish, sizing, color and packing has produced a specialty offset paper as uniform as is humanly and mechanically possible.

Equator Offset is the one sheet which gives the best printing results and the greatest production, day after day the year 'round.

*Send for Samples and Prices*

## SEAMAN PAPER COMPANY

*Paper Manufacturers*

CHICAGO  
208 So. LaSalle St.

NEW YORK  
200 Fifth Avenue

St. Louis      Minneapolis      Milwaukee      Buffalo  
St. Paul      Philadelphia      Cincinnati



# Our Old Friend the Silhouette

Is He Used as Much as His Merit Justifies?—An Additional Word in Defense of a Serviceable Stunt

By a Commercial Art Manager

THERE had been a salesman's convention at Atlantic City and the advertising manager attended. Suddenly, while on the boardwalk, he came upon a cutter of black paper silhouettes. The big display board held no less than two dozen cleverly executed portraits, character studies in action and full-length figures.

The advertising manager could not pass those little silhouettes. He noticed, also, that the passing crowd was equally interested. Silhouettes were excellent bull's-eyes for attention. They forced it.

With rapidly moving fingers the artist thrust scissors into ebony paper and reproduced the likeness of his subject. It was all over in a moment or two. The advertising manager had his own "beauty struck," a la silhouette, and that night at the hotel six friends enthusiastically commented upon it. They thought it very ingenious.

Yet the silhouette is one of the oldest forms of expression. Advertising has utilized it for generations. History refers to it, and the French have always been fond of simplified art. We mention the above incident because it has an epilogue. The advertising manager was so impressed that he hired that boardwalk cutter of silhouettes, paid his fare to New York and put him to work on a series of ambitious dealer electros for newspaper use.

It happened at a time when presswork was abominable, and complex line drawings came out poorly. The silhouette is more than apt to print under any and all circumstances. If the black area is too great, scarcity of ink may give gray results, but, generally speaking, it is accident-proof.

It is deplorable, but true, that our newspapers are not giving us uniformly good results in the han-

dling of electrotypes. What happens to delicate and full-shade pen drawings is the tragedy of the service man's existence.

Less than six months ago the advertising department of a large electrical-appliance house spread itself on a two-column electro campaign. The frank object was

FIGURES STAND OUT, EVEN WHEN ADVERTISEMENT IS THUS GREATLY REDUCED

to produce better drawings than were customary for this purpose—highly artistic designs, in fact. The originals were made three times larger and possessed something of the Franklin Booth technique: that is, filled with many small and intricate lines. The experiment, while praiseworthy, ended in disaster. Newspapers could not do justice to them. They smudged and filled in. Yet the advertiser had paid \$75 each

for the originals in an earnest desire to elevate his dealer-helps.

Some things are manifestly impossible, and one of them is the intricate newspaper illustration for small space.

At present a set rule of procedure must be followed. Keep all designs extremely simple. The silhouette is that—and more.

## ROCKINCHAIR

Athletic Underwear for Men & Boys

*To the Ladies* interested in keeping husbands, brothers, fathers and sons cool, contented, comfortable—and therefore agreeable:

Study the picture of this improved union suit.

Imagine the comfort provided by that blouse above the sang waist band, allowing free bodily movement from hips up.

Note the closed seat, smooth across the back—no split or flap to open and bunch up.

Figure for yourself how cool and free and comfortable an active man or boy must be when wearing a suit of Rockinchair.



Year Round Comfort ROCKINCHAIR Underwear in Summer  
Dowlard Health Underwear in Winter

HERE THE SILHOUETTE HELPS TO EMPHASIZE THE FEATURES OF THE GARMENT  
ADVERTISED

What gives the silhouette its subtle power to attract? Why are most folks interested in them? Because they leave something to the imagination. Detail is missing and the mind of the person supplies it—fills it in to suit his own fancy. That is a highly desirable quality. Expert copywriters will tell you that this same element can be put into reading-matter; the things that are inti-

mated or hinted at or suggested, rather than told in minute explanatory sentences.

Some strange points are associated with the silhouette. Draw a picture of a pretty girl. It is filled in solid black, yet the eye does not question the missing ingredients of a truthful rendering. There seems to be no desire to see eyes, demarcations of clothes, gradations of light and shade, and the truthful detail of, say, a photograph or a full-fledged illustration.

Have you ever tried this little experiment? Place a sheet of white paper on a wall, sit near it, between paper and a strong light, and ask a friend—not necessarily an artist—to follow carefully the outline of the shadow silhouette. This done, paint the inside area with jet black ink. You have produced a striking likeness—an unmistakable likeness—one that can be instantly recognized. This seems a ridiculously obvious suggestion to make, but it illustrates our point and may interest you. Try it and see what happens.

For many, many years the French have excelled at this type of design. They purposely select intricate subjects, but simplify them by the silhouette method. They have all the charm and feeling and atmosphere of an academy canvas. Spanish advertising is colored with the remarkable black compositions. The Germans have employed it in commercial art for the past hundred years.

Here in America, silhouettes are spasmodically used by advertisers. There is a run on them and then they die out. There appears to be a revival at this time, and it must be admitted that they are a welcome relief from the sameness of full shade and detail illustrations. There is a freshness and spontaneity about them that makes them always seem innovative.

Portraiture is particularly successful by this process, but even the heaviest of figure compositions are possible. And the modern artist has found a way to secure stumpy new effects by the use of flat grey backgrounds of



By equipment and experience,  
W. O. Floing Company is prepared to cooperate—strictly within its own sphere—with agencies and advertisers.

Its business is to devise the physical appearance of advertising campaigns.

It works with illustrations, white space and type.

Naturally, it is intensely interested in seeing its contribution to every campaign do its full share toward making that campaign completely successful.

**WILFRED O. FLOING COMPANY  
CHICAGO**

flecks of pure white cut out here and there, as in collars, cuffs, etc. As an indication of the present popularity of the silhouette, prominent magazines are using them extensively with tint-block backgrounds in buff, light brown, delicate green and yellow.

Seven or eight years ago an art institute, advertising extensively, put out a single-column display in which the silhouette head of a charming child was the main feature. There have been several experimental changes, but the original advertisement seems to have stood the test of time better than anything they have used. For the silhouette does *not* grow tiresome.

Much can be said in favor of this form of commercial art on the score of compelling reader-attention in the face of hot competition. There are so many elaborate paintings and so many beautiful detail illustrations that the silhouette "stands out" by comparison. You see it first. More and more, incidentally, is it becoming necessary to resort to these shrewd measures. Advertising has spread out, grown, developed marvelously. There is a great deal more of it than ever before and its physical appearance is vastly improved. The survival of the fittest is the rule of a busy day.

A few seasons ago a manufacturer of very fine writing paper employed a woman to draw twelve silhouette pictures for half-page space. They were interlaced with fine line decorations in the French school, and the period borders were studied out with infinite care. These black masses emphasized the sparkling white sheets of paper, and no campaign of that year attracted more favorable comment.

"That's new!" everyone exclaimed, yet it was merely a revival of an art that was really venerable. Advertising men seem to think that because they have followed these vogues and remembered them, the public keeps as close watch. The public does not. We are not all art critics. Technique requires professional

analysis. An advertising committee, appointed to test this very point, recently made a canvass of fifty or more magazine readers and discovered to its amazement that 70 per cent of the people did not know the difference between wash drawings and photographs. The

*The girl who would  
rather be sorry  
than safe*



Ep

## CORNELIA

By Lucy Fitch Perkins

Cornelia is twin sister to Emmy Lou and Rebecca of Sunnybrook Farm. You'll like her. Illustrated. \$1.25 net

THE BOLDNESS AND VIGOR OF SILHOUETTES  
CAN BE GIVEN THE FEMININE TOUCH

clever and smoothed-up paintings deceived them.

Strange reasons may be assigned to the revival of the silhouette from time to time. An advertising-agency man was reminded of them by watching one of his little girls making shadow pictures on the wall by manipulated hands—who has not seen the shadow rabbit and the swan! He straightway ordered a campaign of shadow pens and inks for one of his important accounts.

## Signs That Are Built To Be Seen—

Two spots stand out in this picture—the two Oplex signs "Sherin" and "Restaurant." They stand out just the same in real life, shouting their message to the crowd.

The reason is that these signs are built to be seen—raised, snow-white, glass letters on a dark background by day, each letter an unbroken blaze of light by night—striking, but at the same time artistic. You cannot miss an Oplex sign.

One of these signs carrying your trade name or a reproduction of your package in raised Oplex characters will tie your national advertising to your dealer's door. It will suggest your product day and night right at the place where it is for sale.

Many of the large national accounts are including electrical advertising—the Oplex kind—in their advertising programs.

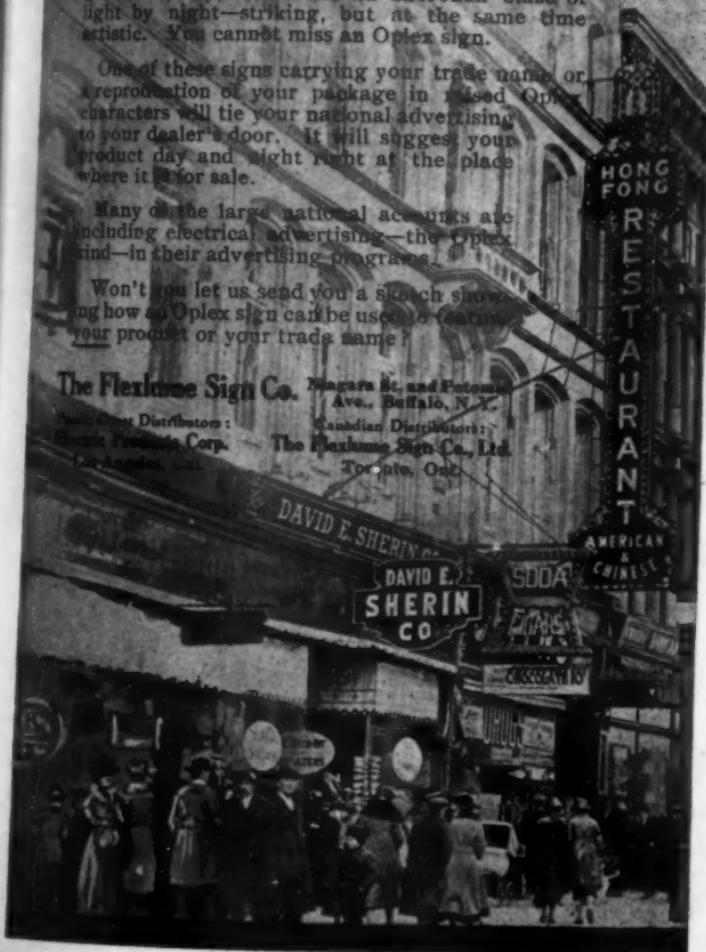
Won't you let us send you a sketch showing how an Oplex sign can be used to feature your product or your trade name?

### The Flexitone Sign Co.

Principal Distributors:  
Electric Products Corp.  
Los Angeles, Calif.

Niagara St. and Potomac  
Ave., Buffalo, N.Y.

Canadian Distributors:  
The Flexitone Sign Co., Ltd.  
Toronto, Ont.



**When the problem is  
*Low Cost—but High Quality***

—when you want to turn out a crackerjack job, but must stick to the limits of a set cost, let this paper help you!

## **Glazier Coated Book**

**A Quality paper, moderately priced**

It's a beautiful sheet, well made, smooth surfaced, and dependable on the press.

Like all our other lines it is run through the coating machine *twice* to assure perfection of surface.

If you have a worrysome job on hand, or in sight, possibly we can help.

Samples, dummies, prices sent on request.

*Please communicate with nearest branch.*

**BERMINGHAM & PROSSER CO.**

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*Dependable Printing Papers for Every Purpose*

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KALAMAZOO

CHICAGO

NEW YORK

Are there intricacies connected with the production of silhouettes?

Are they any more difficult to secure than other art expression? Is there some trick or knack?

These questions are frequently asked. The silhouette is far less expensive to produce than the commercial art design of common practice. Once the outline is drawn there remains only the filling in in ink. First, however, must come a scientifically and accurately sketched skeleton of the figure or face or landscape. The fact that they are solid black does

The National Cash Register Company is now using silhouette illustrations for its national export and home trade-papers. It is even applying them to branch-office window-trims the country over. There is no mistaking one of these trims. It can be seen and easily deciphered from across the street. It is not necessary to stand in front of a National Cash Register window to establish clearly the sales argument therein contained.

Underwood food products have been advertised in magazine space with smart silhouettes. They have formed a connected series and are very distinctive.

After suffering the tortures of poor printing with half-tones on cheap farm-paper and newspaper stock the Joseph & Feiss Company, maker of Clothcraft Clothes, hit upon silhouettes and found that the style story could be told in a remarkably clever way. In fact, the campaign turned out so well that it was used in magazine space.

Henderson & Ervin, advertising Rockinchair and Duofold underwear, were vainly trying to create a style of illustration that would feature the garment and minimize detail of the human figure. Silhouettes were the solution. Heads, arms and legs were solid black—underwear white. It was true salesmanship for an underwear that required focusing attention on patent features of a fine garment.

Just now they are particularly glad they did it, for the sales policy made it advisable to advertise the two lines in one advertisement. Duofold appeal is done in straight wash, while Rockin-chair always runs to silhouettes, and there is absolutely no confusion in the mind of the reader.

We have referred to Clothcraft silhouette technique. Where more refinement was deemed necessary a really new scheme was put in operation. At great expense, because of the large amount of experimental work necessary, semi-silhouette photographs were secured. Live models were snapped against a brilliant light. The re-

*A great name*

has been made by

**Bernard Weatherill**

**BREECHES EXPERT**

12 Highest Awards, Gold Medals and Challenge Vase

Service  
Breeches

All the newest, prettiest, newest  
material and work done in  
the last year

188, Castle Street, W. 1  
LONDON  
Telephone 2811, Angel

ADDO: 10,000 acres Bridge House  
CORNHILL: 30, London Road  
ALBEMARLE: 11, High Street  
PAIGE: Model for Exports  
20 New Bond Street



THE SILHOUETTE IN BRITAIN

not mean that poor draughtsmanship can be concealed.

An artist must be an efficient student to make a silhouette. That no detail is allowed seems to increase the need of outline accuracy and super-drawing. Introduction of interrupting whites and grays, as previously described, detracts rather than adds to the charm of the silhouette. It should not be mongrel.

Do national advertisers of importance consider the silhouette seriously? Do they find in it a solution of the "something-new" rampage, although it is essentially old? The answer is everywhere indicated.

sult was clean-cut black figures, relieved here and there by accidental highlights on the faces.

A current full-color advertisement in women's publications that strikes a new note bears the title: "Study Your Silhouette." The picture combines detail drawing with silhouette, as a pretty girl examines her crisp purple shadow on the wall. And at the bottom of the space is a row of de-



ODDITIES OF THE SILHOUETTE IN ADVERTISING

lightful silhouette portrait studies.

Would you believe that a bicycle could be shown interestingly in solid black? The New Departure Coaster Brake Company is now using a silhouette series in which bikes are, of course, the dominant feature. Hip-O-Lite, a new dessert, is featuring in full-page size a connected campaign of gray-background silhouettes. The Great Western Cream Separator believed that figures, in their natural detail, confused the showing of the machine. Therefore silhouettes were used in such a way as to bring out the separator.

The silhouette has "come back." It does so regularly and is always welcome.

## Goodyear Starts Industrial Council

The establishment of a council of industrial relations, giving representation to all employees over eighteen years of age, who are American citizens and have had six months' continuous service or one year's total service with the factory, has been announced by the Goodyear Tire & Rubber Co., Akron, Ohio.

This step concerns more than 20,000 Goodyear workers, as they will in the future have a voice in shaping the policy of the factory on such subjects as employment and working conditions and reconstruction problems generally.

The council will meet with the factory manager and is intended to be made a democratic form of management. It will be composed of an executive council consisting of five men named by the factory management, the manager and assistant manager of the labor department, two foremen to be selected by all the factory foremen, and six non-salaried employees. All questions of industrial relations will be passed upon by this body, and its first duty will be to formulate a plan to establish a legislative body somewhat along the lines of the national congress which will give representation to the employees eligible to vote.

## P. R. Fisher at Boston Office of Penton Publishing Co.

Paul R. Fisher has been appointed New England representative of *The Iron Trade Review* and *The Foundry* with headquarters at the Boston office of the Penton Publishing Company, recently opened. Mr. Fisher formerly made his headquarters in New York.

## W. A. Neff Gives Fund for School of Journalism

Ward A. Neff, of Chicago, is the donor of a fund for the erection of a School of Journalism at the University of Missouri. The building is to be erected as a memorial to his father, J. H. Neff, the founder of the Corn Belt Farm Dailies.

## Walter B. Stark With Philip Ritter Company

Walter B. Stark has joined the firm of the Philip Ritter Company, New York. He was with Paul Block, Inc., for over two years and previously was in business for himself as a publisher's representative.

## P. B. Sibson in Agency Field

P. B. Sibson, for several years with the Fletcher Company, Philadelphia, has become associated with the Herbert M. Morris Advertising Agency, Inc., also of Philadelphia, as director of printing.

## The Tribune carries the most evening advertising in Des Moines

In April The Tribune ranked first in Des Moines in the evening field in local display, department store, national and classified advertising. Here is the April score:

**Evening Tribune - 2,103 columns  
Second evening paper, 1,799 columns  
Third evening paper, 1,099 columns**

The Tribune carried the largest volume of advertising twenty-one out of the twenty-six week days in April.

The Tribune showed a gain of 456 columns over April, 1918. A year ago The Tribune gained 289 columns in April.

The Tribune is Des Moines first evening newspaper. THE MORNING REGISTER IS IOWA'S GREAT STATE NEWSPAPER.

## The Morning Register Is Iowa's Great State Newspaper

The Register and Tribune combination is all you need to cover Des Moines and Central Iowa.

April net paid average 105,353 (morning and evening combined).

The Sunday Register publishes the largest and finest photogravure supplement of any mid-west newspaper.

*Members A. B. C.*

**Chicago**  
**JOHN GLASS**  
Peoples Gas Building

**New York**  
**I. A. KLEIN**  
Metropolitan Tower

# How much advertising

## Waste—The Bolsheviks

The Bolsheviks wherever in power abolish advertising and selling on the ground that it is wasteful. The American Machinist states that numerous engineering tests conclusively demonstrate that only a few salesmen develop 20% of their total ability; it is claimed by an authority (not Bolshevik) that of the six hundred million dollars spent annually in this country for advertising, three-fourths of it is wasted.

### REMEDY

The remedy for Bolshevism is the elimination of waste and increased efficiency resulting in a better average prosperity. You wish to decrease this waste and increase your own earnings; therefore the following will be of greatest interest to you.

### NO THEORY

I began as a young lawyer "selling evidence to juries." I have sold playgrounds for children, municipal reform, water, electric light, general merchandise, food specialties, stocks, bonds, real estate and my own services. I have educated and drilled thousands of salesmen, canvassers, and demonstrators. I have written reams of successful advertising. In doing these I have always used the same identical system and it always gets results.

### PROOF

(1) A single advertisement written by me appearing in Printers' Ink, March 20th, and fully illustrating my system earned over \$500 NET. (2) The leading authorities in the sales and advertising world endorse my system. Money could not buy their letters. Mostly from men I have never met. (3) Many salesmen claim their sales ability has been doubled by the use of my system.

### SAVINGS

It costs from \$100 to \$200 to try out a new salesman. My system will absolutely reduce this cost. If your efforts are not pulling it will teach you how to locate the reason quickly.

### CONDENSED

My system is taught in 120 pages. Not the usual long drawn out affair telling how the other fellow did it. It really teaches you how to do it better.

For years Mariners sailed by stars and for years advertising and selling has been largely sailing by the stars, and the stars are a good thing to sail by; they give one inspiration, but a compass in conjunction with the stars is a very useful tool and my system is a compass—a tool.

**From T. J. Reynolds, Vice-President, Diamond Match Co.:**  
 \*\*\* \* \* Your book should arouse interest in the minds of many salesmen that will insure study combined with work. This method cannot but insure the maximum of self-improvement and development of a man's earning power. \* \* \*

If such people use it can aff

### The Times Report

William R. Compton  
their Mr. Noel writes

"I have ordered the  
constructed each one of  
they are on the road."

Geo. H. Townsend, Pres.  
\*\*\* \* \* I believe it is  
be very glad to have  
may turn over to my  
for same."

From Letta Fitcher  
\*\*\* \* \* We are in  
wish you would please

Ivan B. Norden, Pres.  
"Please send us free  
Selling and Advertising  
organization to own 1000

From J. R. Wood &  
"A very practical  
closed to cover both

The Diamond Indus

more or

In my ad at Ma

Briggs, Vice-Pres. of

"We cannot imagine  
whose executives for  
studying your book  
not immediately in  
salesman in the busi

That's the way we

supply for our sales

We congratulate you

and we thank you

I wrote thanking you

"You are not alone

my letter in regard

favorable comment

country and we are

for writing

The U. S. Steel Indus

after we

ordered ten more.

The Meinen Company

"We have asked or

for eight copies."

President of Almon

"I received one in

Selling and Advertising

to mail another copy

Ave., Chicago, Ill. 1000 copies to

From the President of Franklin Cos

"\* \* \* I shall be more

to the sales organizations

we handle the advertising

### Doubles the Efficiency

"\* \* \* I have been  
ber of years at various  
have sold dry goods,  
merchandise,  
bonds and condensed  
magazines or  
can truthfully say that  
since you taught us  
Arbor, Michigan.

6. E.

# Advertising are you wasting?

## The True Repeat

R. Compton writes: "I have bought eight books and we ordered several copies and have given each one of us a copy with them while I am on the road."

Townsend, N.Y. Motor Company: "I believe it is a good idea to sellmen. I would be glad to have you send a dozen copies that I can over to my salesmen, together with a bill of exchange."

W. Fletcher writes: "We are so pleased with the value of it that we would like to have more copies."

R. Northam Company, New York: "We send our book on Scientific Selling and Advertising to each member of our organization to own a copy."

Z. Wood & Son: "We are sending more copies. Check enclosed to cover both books."

Diamond Manufacturing Company: "We have ordered over thirty

copies of your book. We cannot imagine any executive in your employ reading and understanding your book on 'Scientific Selling and Advertising', a textbook for every man in the industry. The President down the way will be ordering a copy for his office. We are ordering a copy for our sales manager. We are ordering a copy for our publisher today. We are congratulating you on this great book."

W. E. Phillips, Vice-President, Co.: "This is his reply: 'I thank you for your note thanking me for the slight degree for which you are not alone. The book deserves a favorable comment from a advertising man in the trade and we are sending it to you for writing it.'"

S. Stedman, New York: "After using two copies more."

John Company: "We have asked our customers to send you order for copies."

A. L. Abelson, Chicago Company: "I received one copy of your excellent book, 'Scientific Selling and Advertising'. It is so well that I want you to send another copy to me at 5007 Forrestville Avenue, Chicago, Illinois."

B. T. Babbitt, Inc., President: "I shall be more than pleased to recommend your book to all organizations and companies for which I handle the advertising."

## Doubles Your Efficiency

I have kept busy all my life, traveling a number of years, and miles a year. I dry goods, hardware, and merchandise, stocks and conducted many campaigns of selling, and I fully say that I have more than doubled my earnings. G. B. Raymond, Ann Arbor, Michigan.

## Scientific Selling and Advertising

by Arthur Dunn

Of ARTHUR DUNN & CO., New York City; Business Counsellor, Lawyer. Formerly—Vice-President, United Cereal Mills, Ltd.; President, Fruited Cereal Company; Director, Peoples Bank of Scranton; Director, Anthracite Trust Company; Director, New River Banking and Trust Company; President, Fidelity Mortgage and Securities Company; Vice-President-Treasurer, Cranberry Fuel Company; Director, New River Company; Director, Black Diamond Silk Company; Director, New River Fuel Company; Chairman, Citizens Committee of Fifty of Scranton, Pa., etc., etc.

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**A. E. Phillips, Sales Manager of the Welch Grape Juice Company writes:**

"It gives me pleasure to enclose herewith my check for \$2.50. There is no truer saying than that those who know the truth appreciate it when they see it. That is the way I felt when I read your book. It seemed to gather together all the loose ends, correlate them and present them in a unified whole with a minimum waste of space or subject matter. You are to be congratulated upon this book."

These are but a few of many voluntary letters of commendation. Besides these the system is in use by many of the best known concerns in the country such as the Westinghouse Electric Co., Cosmopolitan Magazine, St. Louis Post-Democrat, B. T. Babbitt, Inc., Aunt Jemima Mills, Palm Olive Company, Good Housekeeping, Kresge Ten Cent Store, American Radiator Company, etc., etc.

ARTHUR  
DUNN

128 Times Bldg.  
New York

Tel.: 5368 Bryant

Send me copy of "Scientific Selling and Advertising." Within one week I will return the book or send you \$2.50.

Name.....  
Address.....  
City.....  
State.....

it can afford to be without it?



## THE PROOF IS NOT THE PROOF

You've seen the corner fruit stand man "shine up" his stock of apples. It's just as easy for the engraver to "pretty up" a proof. But that sort of thing doesn't go in the Sterling plant. We make plates with our eyes on the printing press, not on the client's O. K.

Perhaps that's why we have lived 20 years and have become the largest engraving house in the Country!

Why not find out on your next job?

Black and White—Ben Day—  
Color Work.

THE STERLING ENGRAVING CO.  
200 WILLIAM ST - 10TH AVE & 36TH ST - NEW YORK

# Gets Live Insurance Agents by Advertising the Policy

The Company Is Not So Important to Know About, Say Agents, as What It Has to Sell

WHEN the Reserve Loan Life Insurance Company, Indianapolis, needed agents the task of getting them was put upon the shoulders of Guilford A. Deitch, general counsel for the company. The company was twenty years old, and was in sound condition, but the methods used previously had not been getting enough good agents.

Here was a pretty stiff problem for a general counsel, but Mr. Deitch went after it on fundamental principles. Agents are looking for a company that is sound first, and second, that gives service. Companies, on the other hand, are looking for agents that will work, regularly and persistently—continuous production agents. So Mr. Deitch made up his mind to talk to self-starters.

Every company, just about, advertises strength, conservatism and directorate—good live stuff like a city directory. The agents reading insurance journals didn't "spark" much reading the advertising columns. To find out what made agents choose a company, Mr. Deitch talked to a few live ones.

"I want a salable policy, not a salable company," said the first one, and the others likewise, with variations.

So the idea of advertising strength, conservatism and directorate was abandoned, and the idea of advertising salable policies for self-starters was substituted.

"Pictures always attract attention," said Mr. Deitch, "so I decided to use cartoons. It was essential that the advertising carry the company trade-mark, a twenty-four-hour clock carrying the slogan, 'Pays Losses Within Twenty-four Hours of Receipt of Proof.' I was convinced that the most effective advertising is the

kind that contains a running thread of interest."

The idea of a series of cartoons on "The Adventures of Two Agents" was developed. One was "Old Man Leisure" and the other "Old Man Live Wire." The points these cartoons made in lively style were that the man who works with a definite list of prospects in mind, and keeps after them until he has closed them or got a determined "No," is the man who produces a good volume for himself and his company. Each advertisement was a seeing reason why a good agent doesn't turn a successful morning into an idle afternoon.

Agents who formerly wrote letters to the editor now began writing to the Reserve Loan Life Insurance Company. The interest aroused brought lots of requests for back numbers of the series, requests for permission to use them to spur the lagging spirits of sub-agents, and brought new agents for the Reserve Loan.

## WIDEAWAKES LIKED IT

The company found that advertising about live-wire salesmen was interesting to live-wire salesmen. It obeyed the first fundamental of any successful advertising—it talked to the audience addressed on the plane of its personal problem, and dealt with that problem in the dramatic, humorous fashion of the skilled cartoonist. As advertising it was so utterly different from the surrounding copy in the insurance journals that it became as popular as a town clock.

There is no question in the mind of Mr. Deitch about humor in advertising. Worked out along the lines of the Reserve Loan Life cartoons it pays. Out of the attention this manner of advertising

attracted the company has built an agency force that is turning up a steady volume of business.

By request of the agents the company is now developing a series of cartoons to appeal to the prospective policyholder in every walk of life. Agents are using them to pave the way for interviews.

A card that contains a cartoon that humorously makes a point for insurance offers a good opening. It gets the agent past the approach with the prospect in a receptive frame of mind, and the agent who can get into his canvass has his chance, which is all that any good salesman can ask.

### New Foreign Trade Directory to Be Compiled

FOR the purpose of aiding American exporters the State Department and the Bureau of Foreign and Domestic Commerce are working out a plan for a perpetual trade directory.

In this directory firms will be rated according to size, and this in itself is one of the features. Dr. R. S. McElwee, assistant chief of the Bureau of Foreign and Domestic Commerce, in an address recently before the Arkwright Club in New York, had the following to say concerning this catalogue:

"A published directory becomes old too soon and it is difficult to keep it up-to-date. A card directory with frequent mimeographed lists of names according to country and commodity will make it possible better to serve the individual firm.

"Lists with indications as to the comparative size and importance of the firm will make for several different types of saving: (a) It will save printed matter, because many foreign firms are circularized that are not worth a postage stamp. (b) It will save useless calls of traveling salesmen, because a salesman in a foreign city loses a great deal of time calling

on small retail houses. (c) It will be a guide to making discounts. Probably one of the greatest mistakes beginners in exporting make in the United States is the granting of indiscriminate discounts to an inquiring firm just because it is foreign.

"This policy often leads to the granting of the discount to the local customer of a large importing house, the discount being so low that it is impossible afterward to sell the big house. Excellent markets have been ruined for certain firms by this practice of indiscriminate discounts. No firm should be quoted an inside wholesale price until the exporter is quite sure that this firm is of sufficient size and importance and has a sufficient number of branches, traveling salesmen, or agencies to make it worth while."

### Want Fund for Publicity for Fire Prevention

The National Fire Protection Association, recently in convention at Ottawa, passed unanimously a resolution to ask subsidies from the Federal and State Governments and the Governments of the Dominion and Provinces of Canada in order to conduct an educational publicity campaign during the week of Fire Prevention Day, which has been set for October 9. It is expected that further action in regard to this publicity campaign will be taken by the Dominion Fire Prevention Convention.

### Palmolive Plusses the Sale

In full-page newspaper space the Palmolive Company, Milwaukee, advertises that it will give two cakes of "Rose Bath" soap free to purchasers of two cakes of Palmolive soap. A coupon is made a part of the advertisement, dealers being told that the coupons will be redeemed at 14 cents in cash. Rose Bath is a new product—"a pure white, daintily perfumed floating soap made especially for bath use"—and the special offer is made to introduce it to those already acquainted with Palmolive.

### To Join Capper Farm Press

Frank G. Odell, secretary of the Federal Land Bank of Omaha, will join the advertising staff of the Capper Farm papers, Topeka, Kan., as soon as his successor in the Land Bank is chosen. He was formerly editor of the *Nebula Farm Magazine*; for several years a member of the executive committee of the Farmers National Congress, and recently vice-president of the International Farm Congress.

# This Will Displease All Batrachomyomachia.



ARTHUR LESLIE

E. A. MAC MANUS

The men who dominate the industrial motion picture field because of their standing as advertising and film specialists.

Dear Mr. MAC MANUS:—

Our appropriation for motion picture advertising during 1919 will approximate \$125,000.00.

Q. B. Haig, Adv. Dept., The National Cash Register Co., Dayton, O.

Dear Mr. MAC MANUS:—

We have just finished the production of four motion pictures to be used in connection with our sales work.

The American Multigraph Sales Company.

Dear MAC:—

We are spending a lot of money right now on motion pictures.

The H. Black Company of Cleveland.

Dear Mr. MAC MANUS:—

The Firestone Company have for years been an exponent of the motion picture as an advertising medium.

Firestone Tire & Rubber Co., Justin A. Kreddall,  
Adv. Manager.

Dear MAC:—

Let's hear all about it, together with prices and so on.

O. J. Dreyer, Adv. Mgr., The Globe-Wernicke Co.

Dear Mr. MAC MANUS:—

Possibly you have a good proposition that will interest us, if so, would be glad to hear of it, because naturally a firm like ours is always on the lookout for some proposition that will help to get the business. That is what we are here for. We will, therefore, be much pleased to hear from you.

The O. Armleder Co., Motor Trucks, By C. H. Woodruff.

Readers of PRINTERS' INK are writing us such letters daily. Yours will have our instant attention.

2 West 47th St., New York - THE MAC MANUS CORPORATION

# Employee Owners of Envelope Company Start Advertising Campaign

New Proprietors Advertise in Newspapers

THE new owners of the Sewell-Clapp Envelope Company of Chicago have apparently realized the advertising value of tying up closely with the news interest in

est this first employee-owned company starting in an advertising campaign on their own initiative.

The fact is brought out in the copy that men who have an

interest in the business will naturally take more interest, not only in their product, but also in their customer's interest. In several instances where employees have been given a share in the management of the company, it has been shown that the quality of the product has been greatly improved because a man with an interest in a firm is naturally supposed to put his best effort more strongly into his work.

In numerous articles in the various industrial magazines, this fact has been often developed and the advertising department of the new Sewell-Clapp Envelope Company is quick to take advantage of this previous publicity which has been done for them by other firms along the same line. The copy shown herewith is the first of a series which will be issued by this concern, among the first in America to be

owned entirely by the employees.



WHEN Mr. Clapp turned over the business to us, the employees of the firm, he assured you better envelopes for a number of reasons.

When he made us partners in this business of making better envelopes he gave us an "interest" in the firm, which automatically assures our interest in the needs of its customers.

This interest takes effect in a number of ways, to be set forth in a series of advertisements to follow this one. The second is to appear on May 20th. You will find them all well worth reading.

If you have not received your copies of "The American Lady Corset," "The Madame Lyra Corset," and "Consumer Envelopes and Their Power to Produce Sales," we'll gladly send them upon request.

ESTABLISHED 1898

## SEWELL - CLAPP - ENVELOPES

21 N. Dearborn St., Chicago. Tel. Monroe 388  
The oldest and largest Envelope Mill in America.  
making exclusively

Business Envelopes for Consumers Direct



A BETTER PRODUCT, SAYS THIS NEWSPAPER COPY, BECAUSE  
THE WORKMEN OWN THE BUSINESS

the turning over to them the controlling stock in the company. In last week's issue, PRINTERS' INK carried the story of this unusual development in the industrial life of to-day, and watches with inter-

The American Lady Corset Company and the Madame Lyra Corset Makers, both of Detroit, Mich., have placed their advertising account with Weil-Blow-Weill, Inc., New York.

## The Truth About Advertising in the American Press in Foreign Languages

There are 1,357 foreign language papers (not including German) in America. 1,200 of them helped the Allies win the war.

These papers reach 8,000,000 readers in a language they understand.

These readers have war savings to spend and they have large families to clothe, to feed, to educate, and to amuse.

Seven-tenths of the advertising in these papers now tells about non-American made goods sold in racial shops.

Most of the readers do not know about American made goods or where to buy them; so they go on using "products from home."

American business men have neglected this market ever since immigration to America began.

Ignorance of this great buying power is losing this market to America.

There should be only one answer from American business today.

Get control of the foreign market at home.

Get American made goods into every home in America.

Americanize the foreign born by the one sure road,

## The Use of American Products

It is good business

It is good Americanism

To place your advertising through the

**American Association of Foreign Language Newspapers, Inc.**

NOTE.—This Association is under American Management. Officers: Frances A. Kellor, President; Herbert D. Mason, Vice-President and General Counsel; Frank D. Gardner, Vice-President and Chicago Manager; S. P. Goldman, Vice-President; Howard P. Ingels, Secretary; A. J. Hemphill, Treasurer; Directors: Francis H. Sisson, Chairman; Joseph H. Appel; Coleman du Pont; Don S. Momand; Col. William B. Thompson, and Mrs. Cabot Ward.

# Do You Select Paper



*Look for this watermark—it is our word of honor to the public.*

# HAMMERMILL BOND

*"The Utility Business Paper"*

# the Sensible Way?

WHEN your office needs another typewriting machine, you don't spend any time shopping.

You simply order a typewriter of the make with which your office is equipped—the kind that has made good, in your judgment, above all others. The same custom commonly applies to filing cabinets, adding machines, all your office appliances and furniture. It saves you time and money.

Have you learned that there is just the same advantage in standardizing your business printing on one dependable, watermarked, established make of paper? When you specify Hammermill Bond, for instance, you know exactly what you are getting, far better than when you try to make a selection from a lot of paper samples.

Hammermill Bond is the lowest-priced standard bond paper on the market. It is made in a mill which was built expressly to turn out this "Utility Business Paper." Its twelve colors besides white enable you to give instant identification to forms, branch-office correspondence, etc. There are three Hammermill finishes—bond, ripple, and linen.

Write us today for a Hammermill Portfolio—the printed forms it contains will show you the quality and color scope of Hammermill Bond, and give you new ideas for simplifying and accelerating your office routine.

Your letterhead tells us which of our many portfolios to send you. Full set to any printer.

HAMMERMILL PAPER COMPANY  
ERIE, PENNSYLVANIA

Look for this watermark—it is our word of honor to the public.

# HAMMERMILL BOND

"The Utility Business Paper"

# Our Rates Go Up

## August First

### New Rates

1 page .....	\$400.
2 columns .....	300.
1 column .....	150.
Less than one column.....	\$1.25 per line.

Until August first advertisers have the privilege of contracting for space up to and including the December, 1919, issue at the rates now in force, as follows:—

1 page .....	\$340.
2 columns .....	240.
1 column .....	120.
Less than one column.....	\$1.00 per line.

# PHYSICAL CULTURE

119 West Fortieth Street

New York City

O. J. ELDER, Advertising Manager

*Western Representative*

CHARLES H. SHATTUCK  
770 Peoples Gas Bldg., Chicago, Ill.

*New England Representative*

METZ B. HAYES  
Little Building, Boston, Mass.

# Buys Huge Newspaper Advertisement to Publish Catalogue

Henry Field Seed Co. Tries Novel Plan—It Worked Well

By W. W. Burgess

THE Henry Field Seed Company, of Shenandoah, Iowa, has brought out a new spring style of cataloguing.

What Henry Field has done to make himself the cynosure of all advertising eyes is to take a twelve-page advertisement in a recent issue of the *Weekly Kansas City Star*. It occupied one entire section of the paper. The using of large space is so common nowadays that in itself an unusually large advertisement is not worthy of any special attention. Therefore, it is not the size of Mr. Field's "ad" but rather the subject-matter of it and the purpose of it that justifies this article in PRINTERS' INK.

It is a frequent occurrence for department stores and occasionally other advertisers to take several pages in a single issue of a paper. That is looked on as an accepted thing in advertising, but Mr. Field bought all this space for the purpose of publishing his catalogue. It is this that gives the novel twist to his stunt.

The first page of the advertisement was devoted to human-interest copy, written in Mr. Field's quaintly humorous style. Field has a reputation as an advertising writer that has made his name a household word throughout the section where he sells his seeds. He has a way of getting himself, his babies and, in fact, his most personal affairs into his copy in such a manner that the lack of personal contact in his mail business seems to be entirely eliminated. He has a habit of liberally illustrating his copy with informal camera pictures that reveal many of the intimacies of the Field fireside. These friendly pictures have an appeal in them that farmers respond to.

The other eleven pages of this Kansas City advertisement were

taken almost bodily from the firm's regular catalogue, and listed in usual catalogue fashion all sorts of seeds. An order-blank coupon was naturally included.

This daring plan was tried on the assumption that people would preserve a separate section of a newspaper just as readily as they would a regular catalogue. It was also assumed that if the special section would be preserved, and if every reader were a prospect, that the catalogue ammunition could be distributed at less expense in this way than it could in the usual way.

Though many mail-order men would hate to risk all their ammunition on a single shot, Mr. Field testifies that results justify the gamble which he took.

## EXPECTS ORDERS FROM THE ADVERTISING FOR FOUR YEARS

"We feel that the advertisement has paid," he says. "Possibly not so big as we had hoped, and possibly not very big in net sales, which can be absolutely traced. Of course, it is hard to say how much should be charged up to general publicity and the stiffening of our regular customers who were already ordering. But it is a fact that the advertisement had a splendid effect and influence on our entire list, and we are sure it brought us lots of business in addition to that which can be absolutely traced."

In comparing figures on results no account was taken of inquiries for catalogues, and the general publicity value. All that has been kept track of are the orders coming in on the order sheet cut from the big advertisement.

When these figures were compiled, about seven weeks after the advertisement appeared, orders were still coming in at the rate of 123 a day. Each order aver-

aging around \$3, and Mr. Field says they are continuing to come in at about this rate, and that he expects the results to be very strong throughout the season and straggling for two or three years to follow.

The total number of orders received on the order sheet direct from the ad numbered 6,494 and represented \$20,910.88 up to the time this is written.

The reason that no record was kept of inquiries was because the seed business is a seasonable affair. It is condensed into a short period, and the inquiries were coming in sacks right at the time the organization was straining every nerve to fill orders promptly.

So it is hard to tell what the eventual worth of the twelve-page idea will be. But, conservatively, at least 3,000 inquiries besides the orders have been received and evidence indicates that these will average \$3 each in orders within a year.

Upwards of 80 per cent of the customers gained will give repeat orders next year. This may seem like too heavy a percentage to old advertisers, but past experience justifies the prediction, so Mr. Field declares.

In summing up, he said further, "Another thing to be considered is that all seed houses are loaded up this year with an unusually heavy supply of garden seed, which are likely to develop into a serious loss through slump in prices, and it is quite an object to be able to unload these garden seed at the present good prices through the regular channels of trade, for it is almost impossible to sell a surplus to other seed houses."

It seems that Mr. Field started something, because since his "ad" appeared the Wilson Grocery Company, of Peoria, Ill., has published its catalogue in a section of the Chicago Tribune, and it is said other advertisers are planning to do something similar in other publications.

As a matter of general interest let me give a sample of Mr. Field's copy. It is taken from

"My Own Page," which appeared in one of his catalogues. A picture of the boss himself in his shirt sleeves, hard at work at his desk, heads the page. Then this copy follows:

"This picture shows how I answer your letters. I don't really write them. It would take too long. I just sit up all evening and talk it at the dictaphone, just like I was talking direct to you, and next morning it takes two or three girls to copy it all off and send it to you. It works fine. I couldn't answer a tenth part of the letters I get if it wasn't for this.

"I call this my own page. The rest of the book is written to suit you and the rest of the folks. It must be done just about right. No mistakes and no wrong grammar and no waste space. But this page I write just to suit myself. If it don't suit you, you don't have to read it. You can go on and read the rest of the book and come back to this later when you haven't anything else to do.

"A catalogue has to be written about so so. It must be exact and painstaking and complete and just about a cross between an encyclopedia and a price list.

"It's lots of work writing one. I have been working on this one several months. I wrote every word of it myself and laid out the pages, and watched it put in type and corrected the proofs and helped set the ink on the press when it started running.

"But it's done now, all but this page. You know in a book of this kind the first page is always the last one printed. After the rest of the book is all in type and waiting for the press to start on the last section, then I write this page.

"It has been a great old year, hasn't it? How has it treated you, anyway? We came through pretty well, all things considered, and I guess we all did. We are pretty lucky to be alive and at work and with a prospect of making garden next spring.

"The seed business has been fine. Better than ever. We are getting more customers and better cu-

*The Magazine of Wall Street has the largest proven paid circulation of any financial publication in the world.*

# 100%

## Buying Power

**Because it reaches the  
man with surplus funds**

### ADVERTISING DEPARTMENT

# ***THE MAGAZINE OF WALL STREET***

42 Broadway, New York

New Telephone Number—Broad 5793

tomers all the time. Every one brings in two or three new ones. And they are all welcome.

"And such nice letters we get from them! That is the best part of it. My wife says she believes I would stay in the seed business anyway, even if I didn't make a cent, just for the sake of the letters.

"I hope you'll like the catalogue. It's a sort of home-made affair and not specially artistic, but I have tried to make it helpful and honest and entertaining. And we have done all the work on it ourselves from start to finish.

"If you don't want to take time to read it you can look at the pictures anyway. It's great on pictures. They are real pictures, too. Not the highly inflamed, imaginary kind you sometimes see."

### Nobody Wins, in Long Run, in Cut- Price Sale

A RECENT issue of PRINTERS' INK tells an interesting story of a price-cutting battle between two New York department stores. Both stores were recently conducting soap sales, one of them offering a certain brand which ordinarily sells at eight cents at the price of six cakes for 36 cents, while the other fixed a slightly lower price. The first store therewith reduced its quotation; the second countered with another cut, and the price dropped until within a week one store was selling 18 cakes for a cent and the other 19. At last accounts the store offering 19 cakes for a cent had revised its price to 24 cakes for a cent, and was doing a large business in taking orders for future delivery, the stock naturally having run out.

It is said that this soap costs the retailer five cents a cake. On this basis he loses \$1.19 on each sale, plus the cost of handling and delivery. Who benefits? The customer who buys the soap only. Who pays the freight? The customer who buys other goods at

the stores which needlessly sell below cost; for merchants are not in business for their health, and what is lost on one item must be made up on others.

Selling below cost is sometimes a business necessity; but when it is not necessary, or when it is carried to ridiculous extremes for the purpose of creating a sensation, it is a wasteful form of advertising. Meritorious merchandise, advertised judiciously in the daily newspapers, will bring what it is worth. It is unfair to charge against the cost of legitimate advertising the losses incurred in practically giving goods away to get people into a store.—Philadelphia Record.

### Western Representative "Elec- trical Railway Journal"

Harold Rudd, until recently with the New York office of the *Electric Railway Journal*, is now advertising representative for the paper in the Middle West, with headquarters in Chicago. John Geib has joined the advertising department of the McGraw-Hill Company, New York, on the makeup of the *Engineering News-Record*. He was formerly connected with the illustration department.

### G. H. Hunt Now With De- troit Pressed Steel Co.

George H. Hunt has been appointed sales manager of the wheel division of the Detroit Pressed Steel Co., manufacturer of "Disteel" wheels. Mr. Hunt for several years was manager of the Stromberg Carburetor Co., and for the last year was Detroit representative for the Edward G. Budd Mfg. Company, Philadelphia, and the Budd Wheel Corporation.

### Artificial Limb Manufacturers Combine

Authors and Cox, Limited, Canadian manufacturers of artificial limbs and appliances, have joined forces with J. L. Hanger, Inc., of Washington, D. C., forming the new firm of Authors, Cox and Hanger, with head offices in Toronto. The advertising account will be handled by Norris Patterson, Limited, Toronto.

### M. Fernandez Made Copy Chief

M. Fernandez, of *Ingenieria Interna-*  
*cional*, New York, has been advanced  
to the position of copy chief of the pub-  
lication's advertising service department.

# Land of Opportunity for the Advertiser—THE SOUTH!



**I**F ever a market offered a rare opportunity, it is the Southland, with the millions of rich farmers and merchants and their families.

Everything except skates and sleighs and skis can be profitably advertised in leading Southern newspapers, the most economical and efficient class of publications to reach the worth-while people of Dixieland.

#### ALABAMA

Aniston Star  
Birmingham Age-Herald  
Birmingham Ledger  
Birmingham News  
Gadsden Daily Times-News  
Gadsden Journal  
Mobile Register  
Montgomery Morning and Evening Advertiser  
ARKANSAS  
Little Rock Arkansas Gazette

FLORIDA  
Jacksonville Florida Metropolis  
Jacksonville Florida Times-Union  
Miami Herald  
Palm Beach Post  
Pensacola Journal  
St. Augustine Evening Record

St. Petersburg Evening Independent  
Tampa Daily Times  
GEORGIA  
Albany Herald  
Athens Banner  
Athens Herald  
Atlanta Constitution  
Atlanta Georgian and Sunday American  
Atlanta Journal  
Augusta Chronicle  
Augusta Herald  
Columbus Ledger  
Dublin Courier-Herald

#### GEORGIA (cont.)

Macon News  
Macon Telegraph  
Rome Tribune-Herald  
Savannah Morning News  
Waycross Journal-Herald  
KENTUCKY  
Lexington Herald  
Lexington Leader  
Louisville Courier-Journal and Times  
Louisville Herald  
LOUISIANA  
New Orleans Item  
New Orleans Times-Picayune

MISSISSIPPI  
Meridian Star  
NORTH CAROLINA  
Asheville Citizen  
Asheville Times  
Charlotte News  
Charlotte Observer  
Concord Daily Tribune  
Greensboro Daily News  
Hickory Daily Record  
Raleigh News and Observer  
Raleigh Times  
Rocky Mount Evening Telegram  
Salisbury Post  
Washington Daily News  
Wilmington Dispatch  
Wilmington Star  
Winston-Salem Journal  
Winston-Salem Sentinel

#### SOUTH CAROLINA

Anderson Daily Mail  
Charleston News & Courier  
Columbia Record  
Columbia State  
Greenville Daily News  
Greenville Piedmont  
Spartanburg Herald  
Spartanburg Journal and Carolina Spartan  
TENNESSEE  
Chattanooga News  
Chattanooga Times  
Jackson Sun  
Knoxville Journal & Tribune  
Knoxville Sentinel  
Memphis Commercial Appeal  
Nashville Banner  
Nashville Tennessean-American

TEXAS  
Beaumont Enterprise  
Dallas Morning News and Evening Journal  
Dallas Times-Herald  
Ft. Worth Record  
Ft. Worth Star-Telegram  
Galveston News  
Houston Chronicle  
Houston Post  
San Antonio Express  
San Antonio Evening News

VIRGINIA  
Bristol Herald-Courier  
Lynchburg News  
Petersburg Evening Progress

[PREPARED BY MASSENGALE ADVERTISING AGENCY, ATLANTA, GA.]

*Gardiner & Wells Co., Inc.*

*ANNOUNCE THE ASSO-  
CIATION WITH THEIR  
ORGANIZATION OF*

*Mr. Humphrey M. Bourne*

*KNOWN FOR HIS COPY AND  
MERCHANDISING SUCCESSES.*

*AS CHIEF OF COPY AND PRODUCTION  
(Late of Erwin & Wasey Co., Chicago)*

*150 Madison Avenue  
New York City*

*Gardiner & Wells Co., Inc.*

*A*NNOUNCE THE ASSO-  
CIATION WITH THEIR  
ORGANIZATION OF

*Mr. Will. H. Dilg*

*A NATIONAL FIGURE IN  
NATIONAL ADVERTISING*

*150 Madison Avenue  
New York City*

# ENGLAND

## THE AMERICAN MARKET

Never in the long history of England has the outlook of the Briton been so progressive as at the present time. The war has changed him—he is eager to get a line in new ideas, better methods; he is ready to scrap all his old notions and learn from your or any other country.

In the new life upon which this great and powerful country is entering, all old ideas go for nothing, except where they bear the stamp of obvious merit and suitability to the new conditions. New names and new ideas are welcomed and considered as never before.

Let me impress upon you the view that Great Britain is a brand new and wealthy market, offering to the American manufacturer who can introduce goods or ideas possessing sterling merit, an opportunity such as will never again occur in our time to establish himself in the regard of the most loyal and persistent buyer in the world.

Think the situation over for yourself. Everybody and every thing which comes to England from America now, stands for loyalty, efficient brotherly help, sincerity and excellence in the eyes of every Englishman. That impression will stay so long as it is strengthened and not abused. Send us of your best, as you are doing, and we will welcome you as we do now.

The entire British Nation is eagerly reading books and literature which deal lucidly, earnestly and cleverly with the uprising of a new national aim; which point the way to a higher national purpose. I would like every American manufacturer to read these books so that he may know Great Britain and I will gladly mail the best of them to anyone who will send me a request. At the same time let me know the broad outlines of your proposition and I will see that you are furnished with the clearest kind of information.



W. S. CRAWFORD, Ltd.

*Advertisers' Agents and Consultants*

Craven House, Kingsway  
LONDON ENGLAND

# Advertising to Build Good Will for the Retailer

The Meyer Brothers Drug Company, of St. Louis, Mo., Emphasizes in Its Copy the Responsibility of the Druggist and the Dignity of His Profession

WHILE the mere size of a business institution or the diversity of its product is no reason at all for its failure to utilize national advertising, these factors frequently create an advertising problem that can best be solved by shaping the campaign primarily to build good-will, both with the dealer and the consumer. The idea that is back of such a solution is, of course, that the increased prestige or good feeling thus created will help to carry on the tide of favor a multitude of products which it would be extremely difficult, if not impossible, to feature individually.

The Eastman Kodak Company furnishes a classic example with its simple declarative, "There's a Photographer in Your Town." Now comes one of the largest drug houses in the country, Meyer Brothers Drug Company, of St. Louis, with an extensive newspaper campaign to "create in the public mind a better and more appreciative understanding of what a drug store means to the community."

The decision on the part of the company to direct its advertising toward building good will is premised to a great extent upon the enormous variety of the goods it distributes—drugs, pharmaceutical preparations of all kinds, paints, dyes and what not. "To an order, 'Ship me a drug store,'" maintains one of its advertisements. "The Meyer Brothers Drug Company could supply the complete answer—on the same day the order was received." Obviously, to feature even the leaders in its line would demand an initial investment of many thousands of dollars. Actually to drive home the merits of each of them would cost not thousands but hundreds of thousands.

Accordingly, this advertiser is

stressing in its campaign—which is being carried on in the newspapers of the Mississippi Valley, the South and Southwest—the house of Meyer Brothers, in conjunction merely with its "Drugs Certified by Test." And the keynote of the copy is an appeal to the public to recognize the dignity and responsibility of the druggist's profession, which it places on almost as high a plane of humanitarian service as that of the physician or surgeon.

It was decided to concentrate upon the group of products denominated "Drugs Certified by Test," because these comprise the finest goods put up by the company, each package carrying a statement before a notary that the goods are pure and have been certified by test. In this series are a number of the more common drugs, such as castor oil and boric acid; and by emphasizing the group, for which a large sale has already been built up, the company hopes and expects to increase the popularity of its entire line.

## BUILDING ON REPUTATION OF THE COMPANY

The theme of its quality message is that "you can get sick on second-class foods, but you can't get well on second-class drugs," and emphasis is placed upon the fact that between the physician and the public stands the druggist, who must fill the prescription conscientiously, *and with good drugs*, or the physician's work will be in vain. Opportunity is not lost, of course, to point out that behind both the physician and the druggist stands a time-honored house.

Excerpts from the advertisements illustrate the separate phases of its endeavor through the medium of its present cam-

paign. Under the heading "Certified" appear these paragraphs:

Those who undertake to minister to public health accept for themselves a great moral responsibility.

Few people have any knowledge of the medicines they buy. They must depend upon the druggist and the institution behind him—the source of his supply.

A deep sense of responsibility led the founder of the Meyer Brothers Drug Company in its beginning to establish *Quality* as the basis of its service. For sixty-seven years it has served the public with medicines of proven purity—quality determined by the severest tests of the chemist—each product inspected, analyzed and certified before leaving the laboratory.

*Meyer Certified Drugs* comprise a list of drugs and chemicals that are of frequent need in every home. Sealed as they are put up, each package contains a certificate guaranteeing the contents to be of highest quality, true to the label it bears—*Quality Certified by Test*.

Meyer Certified Drugs certify the stores that sell them as stores of public security, health protection—dependable service.

*Quality Certified by Test* is the realized and proved ideal of our service to you through the druggist.

Through the hands of more than 15,000 druggists, Meyer products bearing the Meyer label give you the insured perfection of purity—*Quality Certified by Test*.

Other copy emphasizes the vital relation between the drug store and the family. "Safety" is the caption of one of these advertisements, and it is followed by this message:

Your drug store purchases are more vitally connected with the health of your family than any other purchases you make.

Drugs exist only because of the deepest human need and in ministering to that need drug purity is the essential.

The line of household necessities bearing the Meyer Brothers Drug Company's *Red Diamond* label are goods of dependable quality.

Meyer *Red Diamond* products have behind them the proved integrity of sixty-seven years' service. Strict adherence to the principle of "quality" has made the Meyer Brothers Drug Company the largest drug house in the world in size and in service.

The Meyer *Red Diamond* label identifies the store of dependable household requisites.

Elsewhere in the advertising appear such statements as these:

Sixty-seven years of patient experiment with the chemist have made the chemist and the pharmacist co-workers in the truest sense with the physician and surgeon—servants of one cause.

The same light of science enables the work of your intelligent druggist that sheds its rays upon the man of research or the doctor by your bedside. The druggist bent over the same study-lamp to interpret the physician's knowledge. The laborer is worthy of his hire, but the skilled apothecary is often denied even the poor rewards of commerce, much less the professional recognition he deserves.

As medicine leans upon the laboratory for guidance, so its beneficiaries, the public, depend upon the chemistry that serves them through the druggist and the institution behind him—the source of his supply.

The purpose of the Meyer campaign is announced to the druggist in one of the company's broadsides, as follows:

"WE ARE ADVERTISING YOUR DRUG STORE TO YOUR CUSTOMERS FOR YOUR PROFIT

"The advertising of Meyer Certified products is but a means to that end. We shall profit, of course, but only as *your store and your profits* get the first call.

"The success of any business depends upon the success of its distributors—those who pass its products over their counters to the public.

"The hand of the druggist is the hand of this institution.

"The success of the Meyer Brothers Drug Company has been and will always be due to the success of its loyal friends, the druggists who sell and display Meyer Certified products."

About \$80,000 has been appropriated for use in the present campaign, and it is planned to increase this appropriation in 1931.

**"State Register" Now Evening Paper**

The *State Register* of Springfield, Ill., which has been published as a morning paper for more than eighty years, appeared for the first time this month as an afternoon daily. It relinquished its claim on the morning field to secure the Associated Press rights for the afternoon field.

**Dooley-Brennan Has New Account**

The White Lock Company, of Chicago, has appointed the Dooley-Brennan Company of that city to handle the advertising of its auto wind-shield wiper. Copy is being prepared to run in magazines and automobile trade journals.

# The Sun.

New York's great Morning Paper  
exercises a more rigorous

## CENSORSHIP than any other New York paper

Take an example:

*During the month of April a large foreign financial institution used a number of whole pages in the following New York papers:*

TIMES.....	two pages
TRIBUNE.....	three pages
WORLD.....	two pages
AMERICAN.....	one page

## The Sun Refused

This Business as too speculative

THE SUN refuses tens of thousands of dollars every year.

Its financial advertising columns are the cleanest in the country.

The confidence of SUN readers in their paper is complete.

They know that the finest "guarantee" any advertisement can have is its appearance in

# The Sun.

# A Copy Writer on the Rhine

The Third Division Is Willing to Change Places, and Gives Reasons Why

"REAL copy," the critic has often said, must have emphasis and the gift of vision. It must be written from the buyer's angle, must emphasize the true sales factor, and have the vision to stimulate action on the part of him who reads. Emphasis in copy presupposes real knowledge of the goods, vision is the possession of him who has seen.

Somewhere on the Rhine there is a real copy writer. The goods he has for sale he knows well—they are his daily life. He has heard that back in the States the army is recruiting 50,000 volunteers to take the places of the men now along the Rhine who want to come home. The motive back of the copy then is the strongest; the all-possessing desire of a man to get back home. His copy appeal, on the front page of "The Watch on the Rhine" for April 4 is respectfully referred to the Army Recruiting Bureau in New York City, for booklet, poster or other advertising use.

Here it is:

Come across, boys! Come across!

Now is your chance to replace your silver chevron with a gold stripe.

We of the Third Division who have served through the campaigns from the Marne to the Argonne and are now reveling on the Rhine will welcome you.

We would regret deeply leaving this land of Boche and snow.

Nevertheless, we do not wish to appear selfish.

We know there are thousands of young men in the States who are rearin' to come across.

We know, because we read the papers. We have read of men who wept salty tears when the armistice was signed, because they were deprived of doing their bit over here.

We are willing to give them a chance to win that gold stripe.

Of course, things are a bit slow

now. No longer do the G.I.s care blooey around us. Heine no longer comes across in his bombing machine with the tail-gate wide open. Those little surprise attacks at dawn are no more. Going over the top to cash in in front of the Boche machine-gun nests is but a memory.

Besides, the chow has changed. Cornwillie and hardtack are passe. Goldfish is almost unknown.

But if you can carry on under these hardships and disadvantages why—

Come across, boys! Come across!

Still, Rhineland has its advantages.

Even after July 1 Germany has no prospect of going dry—not so long as the Rhine flows.

And you can smoke a cigarette here without hiding behind the barn as if you were committing a deadly sin.

And think of this.

One dollar good United States is worth five francs.

Five francs are worth ten marks.

So a buck private, instead of getting \$33 per month, receives 330 marks.

Some money!

Three hundred and thirty marks will buy anything in Germany.

So come across, boys! Come across!

It's a great life if you don't weaken.

And win that gold chevron!

## M. Wolff Makes New Connection

Maurice Wolff has been appointed advertising and sales manager of the Atlantic Paint Manufacturing Company, Minneapolis. He was formerly connected with Maurice L. Rothschild & Company, Minneapolis and St. Paul, in charge of advertising for sixteen years.

C. O. Reed, formerly with the George Batten Company in Chicago, has been appointed advertising manager of the Samson Tractor Company, of Janesville, Wis.



*Send for this book—  
It is FREE*

## From the "Dry Goods Economist"—

"**T**HIS is the ablest presentation of the subject that has been placed before the advertising fraternity."—F. T. Root.

Leading department stores—representative national advertisers—and the country's foremost publishers, all have complimented this little book. We think it will be helpful if you have a merchandising problem involving the dry goods field and we invite you to write for it.

*We can serve efficiently such advertisers as have special interest in selling through department stores.*

**J. H. CROSS CO.**  
General Advertising Agency  
214 South 12th Street      Philadelphia, Pa.

LIFE.

LIFE, the ideal publication, because it is built around an ideal and an idea proven sound by 37 years of success.

In keeping with our ideal we limit our circulation to 300,000 net, now above 240,000 net and growing for just one reason—because people are buying it.

In keeping with our ideal we limit the number of pages to 52 per issue.

This ideal and idea assures advertisers a guaranteed protected market as to quality and quantity of readers. A guaranteed protected market as to amount of advertising competition, thus assuring reader attention.

It is a pleasure to read the advertisements in LIFE.

Gee. Bee. Are.  
LIFE'S Advertising Manager, 31st St., West, No. 17, New York  
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

# The Globe-Trotting Advertising Man

He Must Travel Abroad to Understand Foreign Trade Needs

By W. Livingston Larned

THERE on the corner of his desk stood a nice, new, shiny globe—the sort that we are accustomed to see in schoolrooms. And he was revolving it, slowly, studying its colorful lay of land.

At his elbow, piled fifteen high, were corpulent export trade magazines. Did you know that there were dozens of them, and that, in the case of some, 400 pages a month is the common practice? There is not an anemic publication in the lot. They are all sleek, well fed and amazingly interesting.

The man at the globe was advertising manager of a large rubber concern. For twelve years he had held the post successfully and had directed publicity for everything from teething rings to automobile tires. And now he was frowning, which ill became him.

"Looks as if I would have to start all over again," he remarked with a grimace, "or someone else will get my job inside of a year."

He was asked why he made this enigmatic statement.

"Because," was the ready response, "this export trade thing is destined to play a highly important part in the future policy of our company. We are going out after it. We are even contemplating the construction of a few boats of our own. In two years, I venture to say, we will have assembling and small manufacturing units in a dozen foreign countries. And I have studied only home problems. I can advertise to Americans, but am helpless when you ask me to dictate any foreign policy."

He pointed to a number of dummies on his desk.

"There," said he, "is an illustration. I have been asked to produce a handsome catalogue for use in foreign countries. It will be printed in many languages and in many editions. I feel ill at ease

in settling upon the text, and I certainly do not know what illustrations should be employed—the cover, for instance.

"There seems to be something very unsatisfactory and inconclusive in consulting people who have been over there. Conditions following the war have changed. Branch managers and foreign experts have not collected up-to-the-minute data themselves. The signing of the armistice happened only yesterday, but things have changed even since then. I tell you, the advertising manager of the future must be a specialist in foreign conditions and export trade. He must know the peoples of all countries—their moods and manners and habits. He must be a blooming wonder of a man. I think I'll pack my suitcase and disappear for six months on a sort of Nellie-Bly flight around the world."

## ADVERTISING MEN MUST BROADEN THEIR KNOWLEDGE

There is more than a grain of truth in this. The advertising manager of to-day and to-morrow should possess a keen and sympathetic understanding of other than his home market. Of course, it is not to be expected that all advertising managers can or should take a breezy spin from South America to Japan. The larger business interests, however, will make it necessary for some to acquaint themselves with many phases of international commerce.

Already advertising agencies are perfecting departments for the safe, know-how handling of campaigns for China, Japan, South America, Africa and Cuba. They realize it is coming—this new field of activity, this co-partnership with the world. For some inexplicable reason salesmen who have trav-

eled extensively abroad cannot be pinned down to information that is of much practical assistance to advertisers. Something happens en route home. They lose the little, homely, human items that must go into advertising. They can quote figures by the yard, but if you ask whether or no a Guatamala housewife uses baking soda there is no response.

Creeping into the news from the manufacturers' own side appears items such as this—and how significant they are:

"Following the trend of the times the Yawman & Erbe Manufacturing Company, Rochester, N. Y., manufacturers of filing equipment and office systems, are planning a considerable expansion in the export field. The company's foreign trade has already grown to large proportions, but it is now their purpose to make more direct sales efforts in overseas markets.

"The man selected by the company for the responsible duty of developing the territory is H. P. Rockwell, who has been with the organization for fifteen years.

"Mr. Rockwell will first make a two-months' trip to Europe with a view to studying trade conditions and stimulating demand in the British Isles, France and other countries. Upon his return he will open a new export office in New York City, where it will be possible to be in closer touch with foreign buyers, shipping conditions and foreign banking."

Advertising and advertising

methods must keep pace with the manufacturer himself. Every ship carries precious cargoes of picked men, whose mission it is to see that American goods are wisely presented and logically distributed. And when these plans are perfected, American advertising must follow distribution. It cannot be merely electrotyped and translated versions of what has been prepared for the American market. The manufacturer will find need to advertise in his many markets, but it must be advertising that is keyed to people and conditions.

Trade publications bristle with the signs of the times. Here is another item, selected at random from the many:

"Stanley Loeb, son of William Loeb, of Loeb & Co., makers of jewelry, 130 Chestnut street, Providence, R. I., left recently for Europe, where he will introduce in France and Great Britain, and possibly Italy, not only the lines carried by his father's house, but also those of several other concerns. Mr. Loeb has already arranged for a shop in Paris at 103 Rue Lafayette."

And this:

"Xavier de Nix, general export manager and foreign representative of the American Chain Company, the largest manufacturers of this line in the world, will start soon on an extensive trip abroad, where he will investigate markets and appoint agents for the company. He will carry with him a full line of samples. Just how important this concern con-



### CHATILLON MACHETES

**Keen—Efficient—Durable**  
The Ideal Blade for Cutting  
Sugar Cane, Chapparal, Brook  
Clearing, Pineapple Culture,  
Hemp, Hemp and other  
Agricultural Purposes.

Some of the superior points of  
CHATILLON MACHETES are:

The blades are made of the finest crucible steel procurable. They are heavy enough to render satisfactory work under the most severe and continuous usage. They are so balanced that their weight is not noticeable. They are properly ground, tempered and sharpened and hold a keen edge for a remarkable length of time. Moreover, the grip is so made that it is not only exceedingly comfortable to the grasp, but sure to hold.

These machetes are only one of the hundreds of articles we offer.

Write for expert prices, special discounts, etc.  
If you need my special shape for any purpose,  
mail us sketch, sample, etc., and we will duplicate  
in shape, quality and price.

Machetes made for the United States  
Government for war purposes.

Address: 16 Cliff Street, New York City, U. S. A.



HOW WOULD YOU PICTURE CUTTING SUGAR CANE IF YOU HAD NEVER SEEN IT DONE?

**More Evidence That Recommends  
“ING-RICH”  
Porcelain Enameled Signs**

Sherwin-Williams publicity, like their paints and varnishes, “cover the earth,” and “ING-RICH” dealers’ signs form a very definite function in their general campaign.

The fact that such large paint manufacturers use “ING-RICH” in preference to painted signs is very significant. And they know a lot about good paint, too. There’s no comparison either in effectiveness or durability because “ING-RICH” signs are of solid composition, of which the porcelain enamel is an integral part.

Unlike other mediums, “ING-RICH” signs do not have to be renewed every year. They stay put and keep brilliant for several years. Hence their eternal pulling power and incomparable economy.

It will only cost a stamp to get full information about them. Let us know what reading and design you would want to use, and we’ll submit sketch and prices for your approval. No obligation.

**INGRAM-RICHARDSON MFG. CO.  
College Hill - - Beaver Falls, Pa.**

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ERWIN & WASEY COMPANY

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*Advertising*

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58 EAST WASHINGTON STREET • CHICAGO

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A remarkable absence of the non-productive costs usually associated with advertising agency practice, makes possible the very comprehensive service we deliver.

siders the new trade relations may be gained from the fact that it publishes catalogues in four languages—English, French, Portuguese and Spanish—and covering its entire line. The export office here is equipped now to correspond in all foreign languages and to provide for all shipments."

It seems to be the consensus of expert opinion that America is a little too cocksure of her future foreign efforts. Elaborate sales and advertising plans will be formulated on the spur of the moment, it being assumed that no great difficulties are involved and it is merely a case of getting goods to certain ports and quickly disposing of them.

The majority of these same countries have had past experience with American-made goods. Some of it is to our discredit. Fly-by-night concerns have dumped seconds on ignorant and trusting markets and charged fat prices, caring not a jot for what might happen the following season. It is easy to change a firm name and a trade-mark brand.

There will be prejudices to overcome and ill feeling to placate. And the spirit in which we approach these peoples is somewhat at variance with the popular conception. America must offer ways and means of reciprocation. It will not and should not be entirely a case of how much we can sell to you, but expressions of a willingness to help the other fellow. "What can we do for you?" might not be a bad trade slogan to start with. "What can you sell us? What industries can American money establish in your country? Do you need railroads? Should waterways, linking two trade centres, be opened up?"

The advertising that will assist in establishing good relations will be advertising that educates. This will be lesson one in the long list the advertising managers of the future must learn. For America will sell her merchandise and service and spirit to a more important degree when she takes time to investigate and learn what the market needs and should have and wants without quite realizing it.

**Monito**

Dependable, Perfect Fitting  
Fashionable Hosiery

For every occasion there is a suitable pair of "MONITO" Hosiery that assures the wearer neat and attractive appearance combined with fast-comfort, long-wear and economy.

Made of dainty but dependable silk, in substantial combination of silk and lace; or in sturdy lisle alone. The gold seal on the toe of every pair of "MONITO" Hosiery guarantees their quality.

Distributors and dealers in every country will find this a popular and profitable line of hosiery for men and women.

Send now for our terms to the trade.

MOORHEAD KNITTING CO., INC.  
Harrisburg Pa., U. S. A.

Cable Address: "MONITO," Harrisburg

LOCAL COLOR IN A HOSEY ADVERTISEMENT

There have been so many disastrous cases of lines distributed where there never was and never could be a demand for them.

There are certain types of export that will do more than anything else to open wide the gateway of every port. American capital built a badly needed railway in China and in Venezuela—and the zones around and about them were grateful to a species of financing that was not selfish. C. E. Herring, Chief of the Division of Foreign Investigations, Bureau

of Foreign and Domestic Commerce, pleads for restriction of the kinds and type of export. The American exporter should speed up sending manufactured lines that must soon meet extremes of competition abroad. Basic commodities, however, have a moral right to come first. There are many countries even now going through periods of terrifying reconstruction. America should study the character of these urgent demands and push them first.

#### POSSIBILITIES GREAT FOR ERROR

It would be extremely selfish to insist upon exporting typewriters when looms are needed, or to advertise textiles when garden implements are scarce. We must temper our new trade possibilities with charity and moral perspective. Moreover, Europe will not find it easy to secure ready cash for payment of American goods. Exporters who have not gone into this economic problem and who take it for granted that the credit system needs no profound consideration will have a rather rude awakening.

An advertising manager, suddenly called upon to prepare copy for Mexican newspapers, was sorely put to it until he rounded up men who had lived there and who could give him the needed atmosphere. Three of these assistants were from Mexico City and spoke with authority. Designs and copy were submitted to them for frank criticism. And even then the advertising manager could not feel the same sureness and confidence that went with personal investigation of conditions. This campaign is being held in readiness for more likely times and markets, although America and Mexico will surely "get together."

It will be the duty and the responsibility of the advertising manager to keep posted on quick-changing foreign-market developments. Mexico is a case in point. Unexpectedly, there has come word from the land of many revolutions that political conditions are quieting. Law and order are slowly, surely taking the place of

chaos. And at the same time we receive news of rich soil and a need of farming implements of all kinds.

Henry Ford would make an excellent sales manager. Before that news was cold he had announced his intention actually to establish several plants for the manufacture of small tractors in Mexico. But Ford sensed his people and his difficulties. It was whispered throughout the country there that while one of these plants alone would cost upwards of \$1,000,000, the profits from it were to go back into Mexican soil for purely local institutions and trade developments. Mexico needs tractors, not alone for crops, but for road-building. Lack of facilities in the latter regard have militated against her progress.

How many American manufacturers know that a communication has been received from the Ministry of Agriculture in Venezuela asking that American manufacturers rush over catalogues of American-made chemical products, agricultural implements of all kinds, seed and fertilizer activities and the larger farming machines. But these catalogues and all advertising pertaining to them must be in the Spanish language.

And this significant remark enters into the correspondence: "The advertising, descriptions, illustrations, etc., should be flavored with our own problems and conditions. We do not think as you think, we do not buy as you buy, we do not like the same pictures that you like."

In the case of Chile and Peru America has treated her export friends with considerable efficiency. There has been less complaint from these countries. Necessity of course, compelled them to sell American markets for goods they could not secure from previous markets. War dealt some profitable cards to our manufacturers. In turn, Chile and Peru shipped their products to us.

A rise in their currency value was another encouraging factor and indications are that an advertising campaign there exploiting

# What about the 1919 crop in Illinois?



*Wheat crop condition 100%, May U. S. report*

ILLINOIS produced \$981,000,000 in 13 grain crops in 1918—the world's record.

The 1919 wheat crop (with 700,000 additional acreage) is now growing and Illinois will harvest the greatest crop in history, with price \$2.45 per bushel assured.

## PRAIRIE FARMER

is subscribed for and read by 98,000 Illinois farmers. First four months in 1919 Prairie Farmer gained 90 per cent in advertising lineage.



Total Circulation  
**115,267**  
NET PAID

*First Farm Paper  
in the First  
Farm State*

**PRAIRIE FARMER-Chicago**

BURRIDGE D. BUTLER, Publisher



ENDORSED by such prominent stars  
as Geraldine Farrar, Grand Opera  
Artiste, who says:

"The fragrance of Day Dream will be  
greeted with welcome by all who  
appreciate choicest toilet requisites."

*Day Dream*  
REG. U.S. PAT. OFF.  
Face Powder

THE Campbell-Ewald Company has no fixed or standard style in the advertising it prepares for its clients. Each client's advertising is prepared with strict regard to his individual requirements. It is made to express his policy and to reflect the character of his product. : : : :

## CAMPBELL-EWALD COMPANY

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NATIONAL ADVERTISING

NEW YORK

DETROIT

CHICAGO

any American product will receive the most cordial attention. The trade of Peru and Chile with the United States is said to have almost trebled in the period from 1915 to 1918. The South American countries have undergone a remarkable change in their adoption and adaption of what might have been considered luxuries only a few years ago. This means a broadening of all markets.

Each country has its marked peculiarities and characteristics, and these must be absorbed by such advertising as we send to them. And that is where the trouble of the advertising manager comes in. He can't build on hearsay. He can't take it for granted that if he shows a scene in a South American home the father will wear a sombrero and rings in his ears and the mother appear in the costume of the bull ring or cockpit jamboree.

Offensive, too, is the bravado in picture and in type—the picture that suggests many American ships deluging foreign markets with American goods. Your cultivated South American laughs when he sees an advertisement brimming over with queer hats and heavily plumaged jungles. For he can look from his office window down a wide macadam boulevard to post-office buildings that cost \$100,000 and ports of entry that rival the best here or in England. His risibilities are tickled, too, when he observes that the American idea of South American transportation is a cart on huge wooden wheels. He rides home in a Packard and his goods are moved on a thoroughly modern \$5,000 truck.

The physical dress of export trade advertising must henceforth stop its comic opera pose and get down to business. And the advertising manager may have to tear a leaf or two from the book of Burton Holmes.

#### Represents "Grain Growers' Guide" in Eastern U. S.

The *Grain Growers' Guide*, of Winnipeg, Canada, has appointed C. C. Blodgett, of New York, as special representative for the Eastern United States.

#### Elect Officers at Annual Meeting of Advertising Women

At the annual meeting of the New York League of Advertising Women, held Monday, May 12, the following officers were elected: President, Miss Jane J. Martin, advertising manager, Sperry & Hutchinson Company; vice-president, Miss Minna Hall Simmons, advertising manager, John Campbell & Company; treasurer, Miss Edith V. Righter, of the J. Walter Thompson Company; secretary, Miss Teresa Jackson, of Murray Howe & Company, Inc.

The directors include the officers and Mrs. W. E. Mead, Miss Jane Carroll, Miss Marcia Meyers, Miss Mabel Graswinckel and Miss Ida Clark.

#### Advertising Club of New York Elects Officers

The Advertising Club of New York held its annual meeting for the election of officers on Tuesday, May 13.

Officers were elected as follows:

F. A. Wilson-Lawrenson, of the Union Carbide and Carbon Company, president; S. E. Leith, of the Associated Farm Papers, vice-president; Oliver B. Merrill, Eastern representative of *Youth's Companion*, treasurer; H. H. Charles, of the Charles Advertising Service, and A. Van Gytenbeek, directors for three-year terms; Herbert K. Stroud, of Stroud & Brown, Inc., director for two years.

#### Ashbacker Joins Adley Advertising Agency

A. F. Ashbacker, for five years manager of the service department of the Simmons-Boardman Publishing Company, and recently business manager of *Rau Material*, has acquired an interest in the Adley Advertising Agency of New York. The officers of this agency are: A. H. Adley, president; A. F. Ashbacker, vice-president; R. M. Lescritz, secretary and treasurer.

#### Appointments at Ostenrieder Agency

T. de Young has been added to the copy staff of the Ostenrieder Advertising Corporation, Chicago. He was formerly assistant advertising manager of the Royal Tailors.

J. E. Darlow has been advanced to manage the promotion department in this agency.

#### Chicago Bank Appoints Advertising Manager

James S. Baley has resigned as associate editor of the book department in the A. W. Shaw Company, Chicago, to become advertising manager of the National Bank of the Republic in that city.

# Salesmanship Officially Taught in England

Classes in Selling a Feature of the Continuation Scheme Made Compulsory by Ministry of Education—University of London to Conduct Examinations in Advertising and Confer Degrees

By Thomas Russell

London, England, Correspondent of PRINTERS' INK

THERE are people on both sides of the Atlantic who think that Salesmanship as a Science has only been developed west of that piece of water. It has been more fully developed in the United States, undoubtedly. But you have no monopoly in it, and the greatest national need of my country to-day is selling. Some Englishmen and even some Government officials are aware of this obvious fact. Things do penetrate, some day.

Education is another need that has compelled recognition. We ceased in 1870 to tolerate any parent who was greedy and selfish enough to keep his children from school. The Education Act of that year set up School Boards and Schools for which parents had to pay. Later, elementary education was given free, at the cost of the nation: and the age at which it is allowable to leave off teaching children and send them to work has been gradually raised.

Now, Mr. Fisher, the most able and energetic Minister of Education that Britain has produced, is going farther. Continuation Schools, as they are called, are being set up for young people between sixteen and eighteen years old. They will be obliged to put in 320 hours each year, and after five years, the number of hours compelled can be raised. One of the subjects already being taught is Salesmanship.

An experimental class has been held this year. An article in *The Times* (London) recently described this effort. The writer said, in part:

"That the complementary education given to those in the distributing trades should be ade-

quate is essential in the interest of the producer as well as of the consumer, since the salesman and saleswoman form the link between the two. . . .

"Hitherto, in the distributing trades the salesman's first and last duty is to make each day a big book in the interest of his employer and his own commission. His ideas on salesmanship not infrequently lead, in the drapery trades at least, to the lowering of the customers' standard of taste by having things of inferior design and make offered to them as the best, because they tot up more satisfactorily than others in the salesman's books.

"That this spirit of selling you selling is not infrequently the first thing that the young distributor learns was seen during the progress of the experiment at the Central School. Some of the 'loaned' pupils felt that their two mornings a week at the school were wasted, because they did not receive 'tips' on selling certain goods or on dressing selling windows, and they reported this 'failure' to their employers. The fact that they ought to know something of what they sold was inexplicable to them. On the other hand, there were young people amongst them to whom the two years' course, with its romance of the textile trade, its study of materials and manufacture, of dress and furnishing, of fashions and styles, of ticket-writing, trade sketching, color, and design, was an inspiration, and all too short at that, and who pleaded for a third year. One young lad developed a feeling for silk designs of such quality that his designs were acquired by one of the leading silk merchants—so thin might

*A Shoe Manufacturer  
Read It and Wrote:*

"You have a paper that ought to be read by every retailer and wholesaler, and manufacturer in the country. Every sentence is interesting, and the several copies, which it has been my pleasure to read, have made me a confirmed rooter for your excellent publication. It is a magazine (and I use the word in its commercial sense—signifying a storehouse) of interesting facts, suggestions and newshappenings, and is full of entertainment as well. Those who have never seen it can well envy those who receive it regularly.

"With continued good wishes,

"ALBERT DOYLE,  
*W<sup>all</sup>, Streeter & Doyle Co.,  
North Adams, Mass.*"

The Retail Public Ledger is a news-magazine dealing with retail merchandising. It is issued twice a month. Send a dollar with your name and address to Room 219, Public Ledger Building, Philadelphia, Pa., and it will be sent to you regularly for a year.

**Circulation more than 21,000**

**Advertising rate, 50c. a line**

## Concentrate on Quality

Every quality argument is strengthened by the use of

## ART MAT

*The incomparable dull finish coated*

The first impression of an Art Mat publication is the impression of quality. Its full dull surface, the dignity of its type page, the richness of its illustration, and its indescribable atmosphere of distinction and refinement will stamp the seal of quality upon your goods from the outset.

Costs more

Worth much more

*Let us send you our monthly sample service of unusual ideas in printing. No charge to you and a pleasure for us*

**LOUIS DEJONGE & CO.**  
NEW YORK CITY



be the line between production and distribution where the complementary business education is of the right sort."

The young people described as "loaned" pupils—a term indicating American influence, since the English expression would ordinarily be "lent"—are employees of retail concerns, who attended classes in time for which these firms were paying them. In a year the classes would cover about thirty weeks and the loss of time to the employer would be 240 hours a year, or five full weeks of the student's time. Some big firms already employ first class teachers to carry out schemes of business teaching and to produce the best-equipped salesmen and saleswomen for their stores. On the other hand, the trade unions connected with the distributing trades do not wholly agree that this is best for the young people concerned. There is a feeling that the best results will only be obtained when centres are started outside to which young students from many different firms can come to enjoy teaching which will be controlled by the education authorities. Where continuation classes are conducted by a teacher employed by a particular firm it is argued that the power of dismissing the instructor, should his views on his duty not coincide with those of the firm, would not be the best in the long run for the students.

#### LONDON UNIVERSITY TO TEACH SELLING

The University of London contemplates the creation of professorships and a degree in commerce. A committee of well known business men has been formed to advise upon the subject. The names include advertisers such as Ernest Debenham (Debenham & Freebody), Mr. Selfridge, Ambrose Heal (Heal & Sons), the Hon. Geoffrey Morley (I. & R. Morley), and S. J. Waring (Waring & Gillow). This is known as the Distributing Trades Committee. One group of subjects on which papers will be set if the recommendations of

the committee are adopted, is as follows:

- (a) Design and Color in Relation to Material (two papers).
  - 1. Origins and Methods of Production by Handwork and Machinery.
  - 2. History and Principles of Design in Relation to an Approved Industry.
- (b) Advertising and Presentation (four papers).
  - 1. Psychology of Appeal and Methods of Presentation.
  - 2. Copy Writing.
  - 3. Printing Processes; Letterpress; Black and White; Color.
  - 4. Lettering and Illustration, Their History and Use in Practice.

The project of awarding a certain number of Scholarships and Fellowships has been approved by the committee. The degrees proposed are B. Com. (Bachelor of Commerce), and M. Com. (Master of Commerce).

Universities, therefore, are waking up on the subject of advertising. It may be recalled that in January and February this year I was engaged by the University of London's School of Economics and Political Science to deliver a series of lectures (published as No. 58 of the school's official text-books) on "Methods and Applications of Commercial Advertising." This school will conduct evening classes to enable men and women engaged in business to study for the degrees.

Yes; we have waked up!

#### Borgenson Goes With Medbury-Ward Company

C. O. Borgenson has joined the Medbury-Ward Company, photo engravers of Toledo, Ohio, as vice-president and superintendent in charge of production. For fifteen years Mr. Borgenson was superintendent of engraving of the Franklin Company, Chicago, and for the past two years has been in charge of production for the Osgood Company, also of Chicago.

#### H. F. Sewell Appointed Advertising Manager

H. F. Sewell has been appointed advertising manager of Northrup, King & Company, seedsmen, of Minneapolis. Mr. Sewell, as vice-president of the Doilenmayer Advertising Agency, Minneapolis, handled this account for about fifteen years.

# Typothetae Aims to Improve Service Rendered by Printers

Members Have Opportunity to Learn How to Conduct Their Business in a Modern Way—Advertising Bureau Helps Printers Help Customers

"**P**RINTERS and proof readers broke my heart a long time ago," Walt Mason, the Kansas poet, once told the writer.

Mr. Mason—and this is the first time on record that he has ever been referred to in print as "Mister"—was talking about the habit some printers and proof readers had of inserting commas and otherwise distorting perfectly good copy.

But this is only one small phase of the eternal controversy between printers and those they serve. It is not always expressed in words and sometimes not even in tangible thought. It extends all the way from the individual printer up to the man who prints your magazine, your catalogue or your advertising matter.

Several years ago, a member of the **PRINTERS' INK** staff when night editor on the Topeka *Capital*, had an interesting experience with a composing room foreman named George Rauss. George appeared before the editor's desk one night with a bunch of telegraph copy and told him one of his best linotype operators had threatened to leave unless the copy readers would quit placing a paragraph mark at the first of each item in the copy.

"Of course I know it is just a mannerism of yours," said George. "You do not intend to insult the printer's intelligence that way; but some of those birds are pretty well educated and they are sensitive when a person is too exact in marking up copy."

There you are. It is a sort of an antagonism between two classes much like the clash between races. The misunderstandings range from the inconsequential affairs like the grievance of George Rauss to the more serious difficulties between employing printers on the one hand and publishers, advertising

agencies and users of printing in general on the other.

A few weeks ago the Chicago Trade Press Association started a red hot campaign against Chicago printers, declaring they are altogether too energetic in revising charges upward. The trade journal men told how they had been forced to increase their advertising rates so as to keep pace with the radical advances in printing costs. And then, they charged, when it became impracticable to advance advertising rates further, the printers asked them for still more money. The printers resorted by recounting their difficulties with the various printing trade unions. They said the unions had been demanding and getting raise after raise, which was the exact truth.

As a matter of fact, each side is made up of a lot of pretty decent citizens who are considerably more than 50 per cent willing to do the right thing. It must be that they do not know each other.

## JUST WHAT ASSOCIATION AIMS TO ACCOMPLISH

It is to correct just such conditions as these that the United Typothetae of America now is carrying on an intensive campaign. The avowed hope of the Typothetae is to make the printer a business man and to bring about closer, more cordial and more mutually profitable relations between the printer and his customers.

They surely have been doing things in the Typothetae in the last few months—things calculated to show how erroneous is the idea that the organization is one having to do with the regulation of labor and the fixing of printing prices.

The national organization of the Typothetae has nothing what-

## A Paper That Makes More Prosperous Farm Folks

When farm folks are able to depend upon the teachings of a farm paper, it means more prosperous farm folks. For twenty-four years Wallaces' Farmer has been working constructively for the farming interests of Iowa and the corn belt. It has the confidence of Iowa farm folks to the fullest degree, and the best farm folks in Iowa read Wallaces' Farmer and look to it each week for help in making the farm pay.

Wallaces' Farmer does not desire to be esteemed more highly than it should be esteemed. It simply asks that the advertiser considering farm papers in Iowa, take the paper, and compare it carefully with other farm papers within the state or without the state, and make inquiry among farm folks. After all, it is not what we say, but what farm folks to whom a farm paper appeals, say that really tells the story of its value as an advertising medium.

We are satisfied that any advertiser who makes a little investigation will be convinced of the fact that Wallaces' Farmer stands first among the class of Iowa farm folks who are the best customers for the dealer, and through the dealer for the manufacturer. The fact that it has been a real constructive force in Iowa agriculturally, means that its readers have the means as well as the inclination to buy, and to buy right.

Wallaces' Farmer also reaches many of the best farm folks in Northern Illinois, Northern Missouri, Southern Minnesota, Eastern Nebraska and Kansas where agricultural conditions are similar.

Ask for the Exposition of the motto of Wallaces' Farmer, "Good Farming, Clear Thinking, Right Living," which we have issued in pamphlet form. It tells the story of Wallaces' Farmer in a most interesting way, and it will give the prospective advertiser an idea of Wallaces' Farmer such as it would be hard for him to obtain in any other way. We will cheerfully furnish the advertiser this pamphlet and any information he may desire with regard to Iowa or Wallaces' Farmer. We invite their careful consideration of our paper, believing it will give them returns from the investment in advertising therein, such as few farm papers give. In short Wallaces' Farmer is a constructive farm paper, not only for the farmer, but for the advertiser, and many advertisers will bear witness to this testimony. Address all requests to

### **WALLACES' FARMER DES MOINES, IOWA**

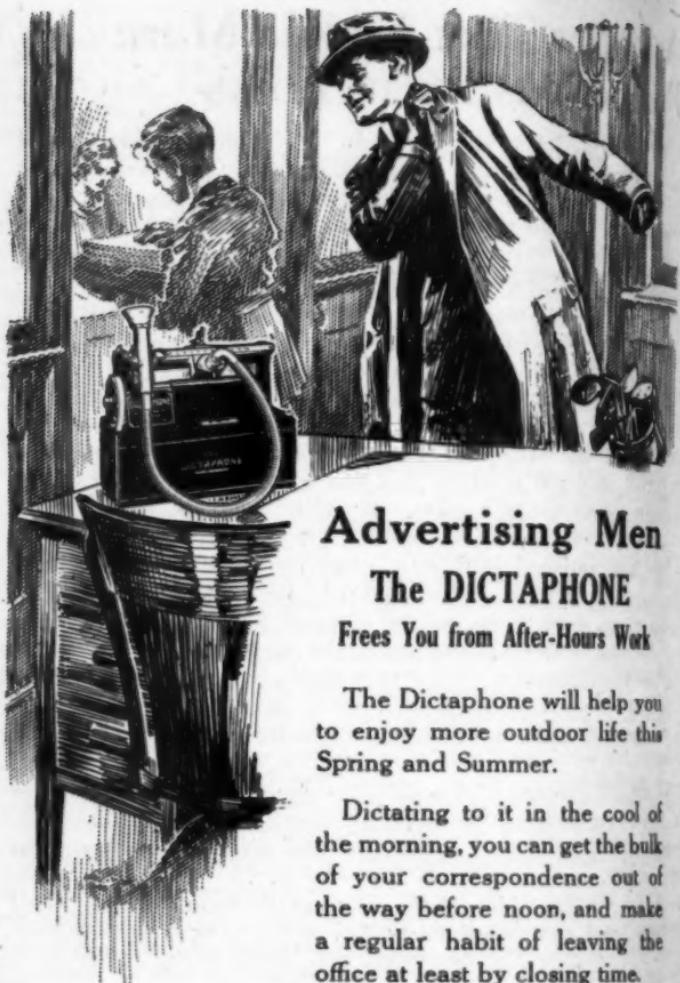
*Western Representative:*

STANDARD FARM PAPERS, INC.,  
1341-3-5 Conway Bldg.,  
Chicago, Ills.

*Eastern Representative:*

WALLACE C. RICHARDSON, INC.,  
381 Fourth Ave.,  
New York City.

Wallaces' Farmer is the only Iowa farm paper that requires payment in advance for subscriptions, and stops when the time is out, unless renewed.



## Advertising Men The DICTAPHONE Frees You from After-Hours Work

The Dictaphone will help you to enjoy more outdoor life this Spring and Summer.

Dictating to it in the cool of the morning, you can get the bulk of your correspondence out of the way before noon, and make a regular habit of leaving the office at least by closing time.

Phone or write to the nearest Dictaphone branch office for a 15-minute demonstration in your office, on your work.

# THE DICTAPHONE

Registered in the U. S. and Foreign Countries



Dept. 134-E, Woolworth Bldg., New York City

Branches Everywhere. Write for Booklet, "The Man at the Desk"  
There is but one Dictaphone, trade-marked "The Dictaphone,"  
made and merchandised by the Columbia Graphophone Company

"The Shortest Route to the Mail-Chute"

ever to do with negotiations with the various printing trade unions. It has nothing to do with fixing the prices of printing. These two things are left exclusively to each local branch.

Joseph A. Borden, secretary of the Typothetae, is a printer from the Pacific Coast. When he went out there he did not know a great deal about costs systems or the technique of the business end of the printing establishments, but he has learned a great deal since then. The Typothetae induced him to develop for that organization some of the things he had learned.

After becoming secretary of the organization Mr. Borden worked out his "Three-Year Plan" of instruction for members, including the standard cost finding system, the standard accounting system, the standard estimating and the standard selling courses.

One day last fall Charles L. Estey, a Chicago advertising man, was asked to make a speech on direct advertising before the Typothetae. Mr. Estey agreed and prepared what seemed to him to be a pretty good speech. Then one evening he took home with him the courses on salesmanship and advertising which interested him so much that he sat up nearly all night reading them. He tore up his speech and wrote a new one consisting mainly of extracts from those lessons. He went to the annual convention in Cincinnati and made his speech. The members were hugely pleased with his ideas which impressed them as being new. They were surprised when he told them he was mainly quoting from the books which had been at their disposal as members.

The outcome was that the Typothetae arranged with Mr. Estey to start an advertising bureau for the purpose of acquainting members with the advantages they could gain from using their own organization, to make a widespread campaign to spread these same advantages to printers in general, to help printers in their business getting problems and to acquaint buyers of printing with

# LOUISIANA & MISSISSIPPI

FIELD  
and  
**FARM FACTS**

**430**

is

## Modern Farming's

net average per-country circulation in Louisiana, May 15, 1919.

Exceeding ten thousand—or about a third of the total Louisiana circulation is Modern Farming's distribution in the Sugar and Rice districts.

The sugar and rice producers of Louisiana enjoy more intensive buying power than any other class of farmers in the entire Southland.

The circulation distribution of Modern Farming in the rich cotton sections of Louisiana is but little less thorough than in the sugar and rice regions.

*Concentrated Circulation Counts*  
**MODERN FARMING**  
The Louisiana-Mississippi  
Farm Paper  
G. E. NESOM  
Editor  
A. B. GILMORE  
Publisher

Published Semi-Monthly  
at 210 Camp Street  
New Orleans, La.

Representative:  
E. Katz Special Advertising Agency

Maybe this is what

## You Are Looking For

*An active partnership* in a firmly established and prosperous money making manufacturing organization located at Pittsburgh; established more than 15 years.

The main products are essential parts of industrial power plants where either oil or gas is used as fuel; they have a National reputation.

The owner of this business, the man who founded and developed it, has made enough money and desires to now spend most of his time in recreation.

Consequently, an interest in the business may be acquired by a young man who has some technical knowledge of oil and gas burning equipment, and who has proven sales ability.

The stock interest available at this time is \$10,000 at par, it has a greater book value, and this money goes to the Treasury of the Company. A larger interest may later be acquired, when ability to handle the business is clearly demonstrated.

The right man will be appointed Treasurer and Sales Manager, with a liberal salary. Ability to develop sales will produce a yearly income greater than the amount of the investment.

Write us fully about yourself; your letter will be held in perfect confidence.

Address

**S. V. THOMPSON & CO.**

Union Bank Building  
PITTSBURGH, PA.

the benefits that could be theirs through having their printing done by Typothetae members.

This ambitious campaign now is being carried forward. Its primary object is to seek to instill in printers a belief in the dignity of the printing business and to point the way to greater success through the adoption of simple and logical business rules.

In the first place, members are to be taught the control side of business—the system part. This is the part on which many business men in all lines fall down. The enthusiasm side of business—or the creation and getting of business—is interesting and inspiring. But when it comes to the control part of the proposition this is likely to be given only scant attention. It is entirely possible for a man to get plenty of business and yet go broke. There has to be a balance wheel somewhere. He has to know how much it costs him to conduct his affairs and how much, therefore, he should charge in order to realize a certain percentage of net profit.

### THREE YEARS' TRAINING IN COST FINDING

The trouble with the printing business has been that printers have been disposed to content themselves by having a good knowledge of the mechanics of the proposition. What they need now, according to the Typothetae people, is to be able to know their costs instead of guessing at them; to be taught how to estimate correctly and to be assisted in the development of their business by the right kind of advertising.

The foundation of the educational work is the Three-Year Plan. As each new branch of the Typothetae is organized the members are required to install and keep the standard cost finding system during the period of its contract, which is three years. Each individual printer agrees in his contract to mail the national office each month a copy of his hour costs. This enables the central officials to ascertain whether the individual printer is comply-

Here is an inexpensive cover paper for your booklets, broadsides and mailing cards. You won't have to revise your figures on account of high cost. And you will find the color you want.

# International Covers

have very much the velvety feel and the inviting texture of expensive covers. Eight usable colors: White, Green, Cobalt, Café, Horizon Blue, Maduro, Stucco Gray, Indo Gray. Made in the same mill and with the same skill that produces the higher priced Interwoven Covers. The difference is in materials.

HAVE your dummies made with International Covers and suggest these to your printer. He will co-operate with you and will be glad to show you what they can do.



SEND for "Specimen Leaves" - a stunning piece, full of suggestion for you. We also want to place in your hands our new "Brobdingnagian" broadside, as big with interest as it sounds.

CHEMICAL PAPER MANUFACTURING COMPANY  
64 JACKSON ST., HOLYOKE, MASS.

- |   |  |
|---|--|
| <input type="checkbox"/> Would like "Specimen Leaves" | <input type="checkbox"/> Interested in Interwoven Covers |
| <input type="checkbox"/> Your Color Sample Book       | <input type="checkbox"/> I am a Salesman of Printing     |
| <input type="checkbox"/> Brobdingnagian Broadsides    | <input type="checkbox"/> I am a Commercial Artist        |

My name \_\_\_\_\_ Firm name \_\_\_\_\_

My position \_\_\_\_\_ Address \_\_\_\_\_

Announcing

Mr. C. V. O'Donnell

Mr. W. B. Stark

Mr. W. S. Patjens

Additions to the staff of

*The Philip Morris Company*  
INCORPORATED

Advertising  
World Building, New York.

ing with his agreement. To make this monthly report, the member necessarily must keep his system thoroughly up to date. Thus, there is a reflex action upon the printer which is accomplishing good results.

The contract with each local Typothetae provides also that the Local subscribe to the standard estimating and standard selling courses for each member. Classes for instructing printers in these courses are established in the various printing centres as they may be needed.

The individual member agrees to sign a contract to furnish one or more students for each of the national educational courses in which instruction is provided by the local branch. The students are expected to keep at this work for the entire three-year period and thus absorb the educational features.

Any member failing to put in and follow up the standard cost finding system and to furnish the national association each month with a report of the cost of production as determined by that system, is likely to be deprived of the privilege of membership. The member has to sign a definite legal contract that he will do these things.

So much for the system end.

The Typothetae also is taking constructive measures to assist its members in the important proposition of constructive selling. It has a big field before it in this respect.

The average buyer of printing is not interested in the mechanical equipment of a printshop. The whole mechanical part is a mystery to him. Some way, somehow, the job is executed and delivered to him. He may not know whether a four-color process job is printed in one operation or in four. He may not even know whether a job of his is printed on a printing press or a threshing machine. What he wants is satisfactory printing and also constructive ideas to use in increasing his business.

The modern printer who lives

# ART

Our business is type and printing, and beyond this we do not seek to advise clients who have competent art counsel. But to complete the usefulness of the

## Typographic Service Company

to clients who require advice on art and decoration, Mr. FRED. M. FARRAR, formerly Art Director of Calkins & Holden, has joined our organization. Mr. FARRAR is now available for conference as to suitable illustrative or decorative treatments for any typographic work we undertake.

**141 Madison Ave.**

New York City

Phone Madison Square 3620

## Advertising Manager

Just discharged from the Army — Lieutenant, Air Service (R. M. A.)—with eight years of sales and advertising to his credit.

Experience unusually well rounded — agency copy writer—publishers' representative—assistant sales manager and advertising manager of a concern nationally famous for the vigor, originality and effectiveness of its advertising representation.

A dreamer and planner of campaigns which have been markedly successful. Accustomed to investigating markets, analyzing conditions, mapping promotion plans and co-ordinating the advertising with the sales.

A recognized writer of good sales letters—thoroughly familiar with mail-order work—and quick to see the advantage of using mail-order methods to tighten up the slack in sales promotion efforts.

The kind of a connection that would please me most would be with a new advertiser for whom the initial pioneering, investigating and developing is yet to be done. Or with an old advertiser about to introduce a new product.

Salary \$5,000—and an opportunity.

If you know of an organization that can put me to work, you will do me a kindness to address

**"E. G., Box 131, Printers' Ink."**

thoroughly up to his opportunities has to be much more than a mere printer. He must be in the nature of an advertising counsel for his customers. He must be equipped to study their business-getting problems and to help supply the printed matter that may be needed. The bigger printers in the cities are thoroughly awake to this fact and to this opportunity.

Mr. Estey and his associates have worked out a plan whereby the individual member of the Typothetae may get from the headquarters the counsel and assistance he needs to help his customers solve their business building problems.

### WORKS WITH AGENCIES

"It cannot be too emphatically stated," Mr. Estey told *Printers' Ink*, "that this advertising or merchandising counsel and assistance which we offer is not in any way in competition with advertising agencies or professional advertising counsels. If our members have access to competent agencies or counsels we encourage them to make use of such. But we are equipped to help those of our members who need such help."

"Our service is available only to members of the U. T. A. in good standing. It must be used in behalf of their own business and in behalf of their actual customers—never for the acceptance or rejection of prospective customers. We maintain that constructive merchandising or advertising counsel and service deserves to be on the same professional plane as advice and counsel rendered by attorneys or physicians. It should be charged for in all cases."

"A man needing medical or legal services does not shop around expecting to get advice from a number of doctors or lawyers and then choosing the one whose advice seems best. No reputable doctor or lawyer would serve without pay any person who was merely a prospect in competition with other doctors or lawyers."

"It should be exactly the same way with those seeking expert ad-

# \$4,500,000,000 INVESTED IN SHIPYARDS AND SHIPS

To maintain the American Merchant Marine, built and building, at its present tonnage will cost \$150,000,000 per year for new vessels.

To keep in repair this merchant marine will cost \$140,000,000 a year to repair and replace machinery, do necessary docking, painting, etc.

Now that American shipyards are permitted to build for foreign account there is little doubt but what many orders will be placed. One million tons at \$160 per ton would represent an expenditure of \$160,000,000.

Published circulation statements show:

- 1—We have more individual paid subscribers among shipbuilding companies and their officials!
- 2—More individual paid subscribers among steamship and steamboat companies and their officials!
- 3—More individual paid subscribers among shipping people all over the world

Than all the other marine publications in the country put together.

## MARINE ENGINEERING

6 East 39th Street

New York

# PRINTERS' INK

announces the appointment of

## DOUGLAS TAYLOR

to the advertising staff of the

## CHICAGO OFFICE

### KIRK TAYLOR

Chicago Manager

May 22nd, 1919. 833 Peoples Gas Building  
Phones, Harrison 1706 and 1707

vertising counsel. This kind of counsel is fully as important to business life as is the advice of a doctor in relation to physical life."

Any member of the Typothetae in good standing is entitled to call upon the advertising bureau for all the advertising counsel he needs. The counsel is given without charge, being a part of the general service for which the member pays in his membership fees.

But the member must charge the customer for whose benefit the counsel is asked. If he will not charge for it he is breaking his arrangement with the Typothetae and is entitled to no further assistance along this line.

The individual business man's problem thus submitted to the Typothetae through the printer is given a most careful study. The remedy is pointed out. Then if the business man wants the printer to execute the advertising campaign that is suggested, the Typothetae will prepare the necessary layouts, write the copy, arrange for the art work and get the whole thing ready for the printer. The printer is charged for this. In other words, the printer is privileged to use the national office of the Typothetae as a service department.

The result naturally is that the small printer using this service is able to build up his business and to get the same prices as the big printer who is equipped to do service work of this type.

Exactly the same counsel and assistance is given the small member of the Typothetae as the big one. But the small printer has to pay a smaller membership fee, this in each instance being determined by a certain percentage of the printer's monthly payroll.

Speaking of advertising, this is just what the Typothetae people are doing themselves right now. They believe they have such a good thing that they are telling about it in direct and general advertising.

Through advertisements in various class journals and through the mails they are endeavoring to

show the printers of the country how advantageous it is to be members of the Typothetae.

And then they are advertising to the buyers of printing. The object of this is to cause buyers to favor the Typothetae printers. Advertisements are being carried in various national mediums. The printer is encouraged to capitalize on his membership in different ways. He is supplied with signs bearing the Typothetae emblem and is advised to use the emblem on his stationery and advertising matter.

### Illinois Manufacturers After Export Business

The Illinois Manufacturers' Association is planning to organize an export department, with headquarters in New York. At a luncheon in Chicago last week members of the association discussed and indorsed the proposition.

Details have not been worked out, but in the main the plan provides for a resident director in New York. His office will be a clearing house on all export matters for the members of the association who subscribe to the service.

It was suggested that the association should print an export catalogue, the expense of which would be pro-rated among the members taking space in it. This would be called the Illinois Manufacturers' Association's export catalogue, and the business it would bring would be sent to and cleared through the New York office. An advertising campaign in technical and export journals also was suggested.

"There is a real opportunity here," says John M. Glenn, secretary of the association. "Foreign concerns often times will be sold by printed matter to the extent of placing huge orders by mail. This is not the case in this country. Here the buyer either goes to market or a representative is sent to him. This is the kind of profitable and easily sold business that the manufacturers of the Central West are after. The export plan now being developed by our association will supply the means of getting it."

### T. S. Blissert Resigns from "Magazine of Wall Street"

Thomas S. Blissert has resigned as advertising manager of the *Magazine of Wall Street*, New York, and has been succeeded by Victor E. Graham, who had been assistant advertising manager of the publication.

### J. R. White in Agency Work

James R. White, Jr., formerly on the advertising staff of the *Detroit Journal* for six years, has joined the advertising agency of Rickard & Sloan, New York.

# The Risks in Abandoning a Trade-Mark

It Is Necessary to Show Intent to Abandon before Trade-Mark May Be Adopted by Another

ACTUAL, intentional, trade-mark abandonment may be comparatively rare, but there are limitless possibilities of inconvenience in the exceptional cases where it is attempted. The chief risk in abandoning a trade-mark comes if it is desired to reclaim it.

The chance that neglect will be mistaken for renunciation is the gamble.

An abandoned trade-mark may be appropriated by any one and the first interest appropriating it acquires, in consequence of his promptness, a superior right. It has been ruled, however, in cases such as that of *Justin Seubert, Inc. versus A. Santaella & Co.*, that when two parties are using a mark at the time of its abandonment by the original owner, neither acquires title to such mark. Most important of all the elements in a supposed or purported case of trade-mark abandonment is the insistence of the courts in a long series of opinions that mere disuse of a trade-mark does not work an abandonment. There must be shown an *intent* to abandon the mark.

This point was dwelt upon at some length by the Supreme Court of the United States when it affirmed the right of the order of Carthusian monks to the word "Chartreuse" as a trade-mark for liqueur or cordial. In this instance a new label had made its appearance on the identified goods but the Supreme Court said: "Loss of the right of property in trade-marks upon the ground of abandonment is not to be viewed as a penalty either for non-user or for the creation and use of new devices. There must be found an intent to abandon or the property is not lost; and while, of course, as in other cases, intent may be inferred when the facts are shown yet the facts must be ade-

quate to support the finding." That intent to abandon must be proven was brought out in the disposition at the U. S. Patent Office of the appeal in the case of *Madame Irene versus Schweinburg*. This controversy concerned the use of the marks "Irene" and "Rene" on corsets. Schweinburg, the first user of the marks, found support for his contention that he had never intentionally abandoned the marks in the circumstances, that although he had no actual place of business he kept on hand the forms, stamps and labels, bearing the brand names that he had used in previous years when his trade was active.

The sort of circumstances that will be taken to indicate an intention to abandon a trade-mark found illustration in the case of the Levering Coffee Company versus the Merchants Coffee Company. Here the arbiter held that when a firm which put out several brands of coffee, including one branded "Hygeia," gradually stopped using this name and put forward soon after a similar mark, "Hioja," and the factory books showed not only that there had been no sales of "Hygeia," but that the columns headed "Hygeia" were in reality devoted to other brands, it was a fair assumption that an intent to abandon the mark had been established. In this case it did not help matters for the original owner of the trade-mark that this firm did not resume use of its neglected or abandoned mark until a rival concern in the same city had established a good business under that mark.

In the "Onyx" case the court seemed to accept the circumstance that Lord & Taylor had advertised their trade-mark at great cost as the most convincing refu-

"An A. B. C. report  
is the last word in  
any negotiations  
between a publish-  
er and our pur-  
chasing depart-  
ment."

**PAUL FAUST,**  
Secretary & Treasurer,  
Mallory, Mitchell & Faust.

## Modern Daily Newspaper

# Mechanical Plant To Be Sold

Full equipment of the late New Orleans American. Everything necessary to operate modern daily. All guaranteed in first-class condition.

**PRESS ROOM:** One 8-column four-deck two-plate wide Goss Perfecting Press No. 2911, with color attachment.

One 40 H. P. Allis-Chalmers Motor, with Simplex Push Button System complete.

98 Roller Stocks.

**COMPOSING ROOM:** Linotype Machines—Model 4, No. 1688; No. 6026 (name and number removed) Baltimore Model L.

Intertype Machines—Model A, No. 224; Model A, No. 389; Model B, No. 727.

Linotype and Intertype Machines equipped with Individual D. C. Motors, which are Included in Purchase Price.

**STEREOTYPE ROOM:** One Curved Casting Box. One single Pump Metal Pot No. 2082. One Circular Router. One Finishing Block. One Tail Cutter No. 2-823. One Saw and Trimmer. One Eight-Column Flat Casting Box. One Double Steam Table. One Matrix Rolling Machine. One 3 H.P. Westinghouse Motor, No. 1608949. One 1 H.P. Westinghouse Motor, No. 1758215. One 1 H.P. Westinghouse Motor No. 1744995. One Generator. One Shaver; 18 turtles; 18 chases—7 and 8 columns.

Will be sold for cash, or on easy partial payments.  
Write or wire

**Hibernia Bank & Trust Co., Agent**  
**NEW ORLEANS, LA.**

tation of any supposition of intention to abandon the mark. The court in that case emphasized the point that mere discontinuance of use of a trade-mark, even for a considerable period, will not be accounted abandonment unless backed up by evidence of an intention to give up the mark permanently. In the case of Lord & Taylor it also operated to the advantage of the firm that it made prompt defense of its rights when a rival endeavored to make out that its trade-mark had been abandoned.

An interesting angle of the question of trade-mark abandonment was revealed some time ago in a dispute between the Reynolds & Reynolds Company and the J. C. Blair Company over the use of the trade-mark "White House" on writing paper and tablets. Here was a case where the controversy hinged on the question of whether abandonment can be inferred when a firm does not push a brand name when it received no orders from customers for that particular brand. The decision was that so long as the Reynolds & Reynolds Company kept on hand stock carrying the "White House" trade-mark or at least had at hand the plates for marking paper with this trademark when a customer called for it, there was no evidence that there was an intention to abandon the mark.

This same point was conspicuous in what is known as the "Bismarck" beer case, a dispute between the Interborough Brewing Company and the Standard Brewing Company. In that instance, Judge J. T. Newton, then First Assistant Commissioner but now occupying the position of Commissioner of Patents, accepted it as refutation of the charge of abandonment that a brewing company kept on hand beer labels bearing the trade-mark even though it did not use them.

The Court of Appeals at Washington, which is empowered to say the final word in all cases involving the right to register trademarks, has given the opinion that



## To Association and Corporation Executives:

Getting back to a Peace basis, progressive corporations and manufacturers' associations will require the services of the corporation press representative more than ever before. As intermediary between his client and the public press, the corporation press agent becomes every bit as essential as the corporation's attorneys. His field is constantly increasing; the value of his services is becoming better understood.

The modern press representative who is established and operates on an extensive national scale—who enjoys the confidence of editors and newspaper writers—is in a position to be of inestimable service to his client. Not only is he able to disseminate news and educational feature matter of considerable value to the interests he represents, but he is oftentimes the means of preventing his client being misrepresented in print. His co-operation is highly valued by the progressive advertising manager.

For the past fourteen years we have specialized in this field. Some of the foremost national advertising agencies retain our services in behalf of their clients.

**EDWARD F. KORBEL  
WORTH COLWELL**  
*Corporation Press Representatives*  
1790 Broadway, New York City

## Photoplay Journal

(DON'T CONFUSE THE NAME)

Forty thousand  
guaranteed  
monthly. Ninety-  
five per cent sold  
"over the counter"  
(news-stands) every  
month—*because*  
they want it.

Published in Philadelphia  
by CENTRAL PRESS PUBLISHING  
COMPANY, 1315 Cherry St.

Represented in the East  
by S. M. GOLDSTEIN, 202 Fifth Ave., N.Y.  
Represented in the West  
by JOHN A. TENNEY, Morton Bldg.,  
Chicago.

## 65 pages

of knit goods  
advertising will  
be carried in the  
June issue of

### THE Underwear & Hosiery Review

320 Broadway  
New York

# Why?

temporary discontinuance of the use of a trade-mark does not deprive its owner of the right to register the mark. It was in the case of B. Fischer & Co. v. Knickerbocker Mills Company that this principle was most clearly established. In that instance one party had made a tentative sale of his trade-mark, dependent that determination discontinued upon its registration and pending the use of the mark. The Court held that this interruption to use did not cost him his rights.

The incident of the Blairstown Garage in New Jersey a few years ago probably attracted no attention outside of the immediate vicinity of Blairstown, but in reality it was the means of grounding a principle of no small importance in connection with the abandonment of trade names. The New Jersey Supreme Court when finally called upon to pass upon the incident held that where an innkeeper rented the garage connected with the hostelry and permitted the lessee to put up his own sign and do business under the name thereon he abandoned any exclusive right to the name as applied to a garage, even though the name was identical with that of his hostelry.

That an advertiser does not see fit to use his trade-mark on all the various classes of products that he produces cannot be taken to signify abandonment of the mark as respect to wares of the same descriptive properties as the goods on which it regularly appears. This was the moral of a Patent Office decision in the case of Atlantic Drier & Varnish Company versus W. W. Lawrence & Co. The trade-mark "Tiger" was in dispute and one claimant urged in proof of his title that his rival had failed to use the mark on part of his goods. Specifically he had labeled his varnish with the brand but had not applied it to paints and enamels. However, the finding was that so long as the mark was used continuously on a considerable portion of the line there could be no assumption of abandonment.

*Announcing***RUFUS FRENCH, INC.**RUFUS T. FRENCH  
PresidentFREDERICK G. PECK  
Secretary-Treasurer

1133 BROADWAY NEW YORK

**ADVERTISING REPRESENTATIVES****MOTION PICTURE MAGAZINE****MOTION PICTURE CLASSIC****SHADOWLAND****OUTING COMPANY COMBINATION****OUTING YACHTING****ALL OUTDOORS***And***A PERSONAL ASSOCIATION  
FOR SPECIAL CONSULTATION  
AND SALES WORK WITH****McCLURE'S**

and

**THE MODERN PRISCILLA***R. T. French*

# WANTED!

*If one of the following "opportunities" doesn't interest you—send it to that man you know who you think would "fill it to a T". You'll be doing us both a favor.*

## ART!

A high class letterer and designer. Advertising Agency experience desirable. A BIG OPPORTUNITY for an Advertising Artist with Experience-Brains and Initiative—truly a large order!

## COPY!

A "REAL" copy writer—one whose experience includes at least two years Advertising Agency experience writing general copy and two years' experience, devoted to the preparation of RETAIL copy. Originality-Experience-Ability and Determination to GROW are the essentials.

## SPACE!

A young man who has been acting as ASSISTANT SPACE BUYER in an advertising agency. The ideal experience will have included every branch of agency routine from checking up to the actual compiling of lists—directing the preparation of orders—contracts, etc., the handling of all correspondence incident to the daily routine as viewed from the space buyer's desk. The man who gets this "he-man's" job is no doubt itching for bigger things right now. They are here! Are you big enough to tackle them?

The three men who qualify for the above positions in our organization will have made a connection which is unusually desirable because of the unlimited opportunities for constantly doing "something bigger"—because of the pleasant associations which are the rule in the youthful—yet experienced and thoroughly established organization which they will have joined—because of the permanency which is assured, since these additions are being made to our family to take care of the growth of accounts we ourselves have developed—and not for the purpose of serving fly-by-night newly acquired business.

When telling us your side include your experience in detail—whether employed and if so the reason for contemplating a change. State Age—present salary—when available and include a "snap" if one is handy.

**ADVERTISING AGENCY, INC.  
BOX 133, PRINTERS' INK**

## Interesting Exhibit of Commercial Art

The second annual exhibit by the Art Alliance of America and the American Institute of Graphic Arts is arousing the keen interest of those who are visiting the galleries at the headquarters of the former organization in New York. The exhibit includes displays of advertisements, catalogues, color printing, containers, labels, letterheads, lithographs, magazine covers, pamphlets, photographs, posters and wrappers.

The primary purpose of the Art Alliance is to help the artists, craftsmen and art students to help themselves by bringing them into personal touch with purchasers of art work, and to serve the industries that require the services of designers, craftsmen and specialists in all fields of art. This organization maintains that "every manufacturer or man who handles a manufactured product should understand that art plays a definite part both in the construction and in the sale of his products. It appears in the design and color of the goods themselves, in the cartons in which they are packed, in the boxes which hold the cartons, and the labels on the boxes; in the printed circulars which advertise the goods, in the merchant's window in which they are displayed. The man who knows how to buy advertising good in design and color, how to devise well-printed matter, how to pack goods attractively and to show them in a window so they will draw trade, that man, by virtue of his practical knowledge of art, is bringing dollars to himself and reputation to his town and State."

## Canadian Press Convention June 5 and 6

The sixty-first annual meeting of the Canadian Press Association, Inc., will be held in Toronto June 5 and 6. The conferences between the association and the advertising agencies, which were a feature of last year's convention, have proved so helpful that arrangements are being made for another meeting between the publishers and the agencies during the coming sessions.

## E. O. McMullen Transferred to New York Office

E. O. McMullen, who has had charge of the art division, Chicago advertising service office of the McGraw-Hill Company, is now with the firm's New York office. J. C. Ellis, of the New York advertising art staff, has been transferred to the Chicago office on similar work.

## De Baer With Trade Periodical Company

H. O. De Baer has resigned as advertising manager of the Hooven Radiator Company, of Chicago, to take a position on the advertising staff of the Trade Periodical Company in the same city.

## "When Seconds Count"



If time  
is money on printing

Catalogs      Booklets  
Publications      Broadsides

the large K-L organization  
makes the seconds count.

## Kenfield - Leach Company

*"Chicago's Leading Printers"*  
610 Federal Street, Chicago



## Parcel Post Carrier

The best container made for mailing your catalog or booklet. This container is made of good strong box board, thickness depending upon the weight it will be required to carry. Made to any size and with a Sure Lock; no Wrapping or Tying necessary.

Made Only by —  
**Chicago Carton Company**  
4433 Ogden Ave. Chicago, Illinois

**THE  
SODA FOUNTAIN**  
AN ILLUSTRATED  
MONTHLY PUBLICATION  
FOR THE SODA FOUNTAIN TRADE

The Key to an industry with over \$200,000,000.00 yearly turn-over through 100,000 fountains. Watch prohibition boost these figures!

**THE SODA FOUNTAIN**  
for 17 years the only national and exclusive trade journal in this important and growing field.

**"Candy Is Sold  
Where Soda is Sold!"**

Confectionery firms get big sales results from its large circulation and strong trade influence.

Write for rates and sample copy  
**"It Never Disappoints an Advertiser,"—Ask Them!**

**D. O. Haynes & Co., Publishers**  
No. 3 Park Place, New York

For set up and folding paper boxes for your  
**Canadian Trade**

consult us. We design, make and ship quickly and economically.

**R U D D**

Paper Box Co. Limited  
Toronto, Canada

**Rice Millers Favor Joint Advertising Campaign**

"California will contribute as high as \$200,000 toward an advertising campaign if the Southern rice-growing sections will contribute in proportion," said J. M. Inman, of Sacramento, Cal., at a meeting of the Rice Millers Association in New Orleans last week.

This started the ball rolling and it was suggested that mills and the farming districts go fifty-fifty on the campaign cost and then later voted to make it a millers' proposition, but to accept aid offered from rice farmers and others interested.

This campaign was decided upon after talks on the immediate necessity of advertising rice in order to maintain its present place and to increase its market.

Plans will not be outlined for an advertising that may be done until every rice miller in the South who belongs to the association has been seen and communicated with.

**Death of Edward Payson Call**

Edward Payson Call, business manager of the New York *Journal of Commerce* and widely known among newspaper men throughout the country, died May 19 at his home in Larchmont, N. Y., aged 63 years.

Mr. Call had been actively connected with New York newspapers for more than twenty years. He had served as business manager of the *Evening Post*, *Commercial and Journal of Commerce*, assistant business manager of the *Times*, and publisher of the *Evening Mail*. Earlier in his career he had been associated with Boston and Philadelphia papers.

Mr. Call served several terms as treasurer of the American Newspaper Publishers' Association and was re-elected at the recent meeting.

**Allen-Nugent Company  
St. Louis Office**

Thomas B. Elliott has been placed in charge of the newly opened St. Louis office of The Allen-Nugent Company, New York, covering the Southwest. He was formerly with The H. Black Company, of Cleveland, for eleven years in a similar capacity.

**D. A. Ruebel Vice-President  
Chappelow Agency**

D. A. Ruebel has been made vice-president of the Chappelow Advertising Company, St. Louis. Mr. Ruebel was formerly manager of the publicity department of the St. Louis Union Ice Company. At one time he was in the agency business for himself.

The "Retail Merchants' Guide," published by the Toronto *Globe*, made its initial issue on May 17. It is planned for the purpose of linking up the paper's advertisers with the retail trade.

# Capable salesmen wanted

Nine good positions are open with a financial institution to men with selling aptitude and experience. Four men are needed for New York, one for Chicago, one for Boston, two for Pittsburgh, one for Philadelphia.

The men should be thirty-two years old or thereabouts (not over 40), Christians; educated, have active minds, enthusiasm, energy, stick-to-itiveness, and good health. A good command of English and a clear voice are also necessary.

Experience in the financial business not necessary.

Write giving age, selling experience, religion, former positions held, salaries received. State whether you think you will be greatest success as a face to face or telephone salesman or correspondent—and why. State city you would prefer to work in and also salary expected. Your letter will be treated confidentially.

Address "A. S., Box 134  
Care Printers' Ink

We moved last month—took on a little more space. Understand, we haven't a big layout—don't want it—never hope to have seventeen floors in the Woolworth Building. This isn't that kind of agency. Ours is a Personal Service proposition. Not bragging about a big organization either, but we do claim—and can prove—that our agency is complete in its every department. Neither have we a big staff of employees, but everyone on the payroll is the "best ever."

**"Efficiency"** looms up bigger than size in our minds. We claim it is what the advertiser wants—*needs*. If he doesn't realize it—know it—he ought to and will some day. We are not trying to serve all the advertisers east of the Mississippi—wouldn't attempt it, but we are, in a mighty big way, taking excellent care of a limited number of clean, high-grade, progressive advertisers.

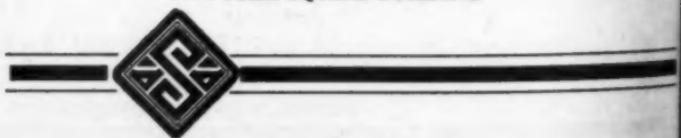
We do not handle two accounts of the same kind—won't build up competition for our own customers. Good logic, isn't it? Must be—because our old customers spent 60 per cent more the first quarter this year than they did the first quarter last year. Proof enough, isn't it?

We can take on a few more good accounts that will not conflict with those we already have.

So if this short talk sounds reasonable to you, say the word—shoot us a letter—tell us when we may call, and if we don't show you something new, different, original—tell you something about your own business, how it can be helped, improved, increased—we lose.

**Sehl Advertising Agency**  
CITY HALL SQUARE BUILDING

CHICAGO



# Selling a Community to Itself

Maryville, Mo., Starts a Campaign to Awaken Civic Pride

OUT in Maryville the Commercial Club watched with interest the success achieved by propaganda during the war. Its members saw the idea of democracy sold successfully to the world, watched up-to-date American methods displace back-door Prussian propaganda, and decided to bring the idea several thousand miles nearer home than Copenhagen or Madrid. Maryville is in Nodaway County, Missouri, and as its citizens looked it over it seemed a pretty good place in which to live. It appeared also that both the town and county had quality factors which could be "sold" to its citizens.

The man who makes the best ice cream soda in a town or the best fountain pen in a nation is sometimes inclined to believe that everybody else knows all about his products and shares his own belief in it. Maryville decided that there were a lot of people who ought to know more about the community in which they lived and that the self respect, initiative and pride of each individual could be increased by selling him his own county. It was further decided that the way to sell a man was to advertise to him—to put the facts before him day after day in a way he couldn't dodge or forget.

One Wednesday evening recently, the first advertisement of a series appeared in the *Maryville Tribune*. It was a full page, and knowing its audience, the Commercial Club directed the first piece of copy to the farmers in the county who raise pure bred cattle and hogs. There was a large illustration at the top of the page which gave the background idea of vast construction projects—a half-built bridge, factories with smoke pouring from their chimneys, men handling giant cranes atop sky scrapers, boats carrying America's products overseas.

"What part will Nodaway County Play in the World's Re-

construction?" said the caption.

The copy then proceeded to give a few facts on what real wealth represents, asserted that Nodaway County had wealth producing facilities which made it the best place in the world in which to live and to work, pointed out the industries which were bound to grow, and suggested new lines which might be developed.

The stuff that makes brawn, bread and muscle, cattle that furnished food for the armies, were produced here during the war, said the copy in effect; what are you going to do now? You haven't even scratched the surface of our natural resources, and a tremendous opportunity lies right ahead of you—in live stock, for example.

A boost for the quality of live stock, a statement of the market facilities of the county, and suggestions for marketing by-products of the farm, such as butter, eggs, cream, hides, poultry, and the future of dairy farming, a new industry in the county, made up the remainder of the copy.

The man who hails from Liege in Belgium will hold his head high through history; to be a Roman citizen has been an honor from ancient times. There is a chance to build civic pride in every community in America, and some form of advertising has increased this most valuable asset since the days when men came from all the world to see the hanging gardens of Babylon.

The responsibility of the community in the future of America can not be exaggerated.

When men representing capital and labor get together in a town to work out a plan it is the right plan for that town. In almost every problem confronting the country to-day the solution is up to the community.

Selling a community to itself makes better citizens, and it starts a train of thought which has infinite possibilities.

# Must the Mail Sale Buyer Be Petted?

Big Stick and Frankness Needed, Expert Says—Don't Be Too Free in Inviting Criticisms

By G. A. Nichols

**W**HY is it that a concern selling by mail often finds it much more difficult to keep customers than to get them?

"Lack of frankness and unnecessary fear of the customer, among other things," is the way a prominent mail-order man answers this question for *PRINTERS' INK*. "It is much easier to tell the other fellow how to do things than to do them yourself, but recent observation of the workings of my own firm convinces me that there is altogether too much pussy-footing when it comes to dealing with customers.

"A great deal of mail-order printed matter represents studious effort to put something over painlessly or to make the customer like it. All the retailers can't be fooled all the time.

"The policy of our establishment is to be fair and square, and I am sure we all really want to be that way. Our catalogue must be absolutely truthful. We lean over backwards in that respect. Not one over-statement must be made in describing a piece of merchandise. The illustrations must be actual drawings or photographs of the goods.

"But I found a surprising lack of frankness and straightforwardness in some other respects. For example, there was the matter of returned goods. Every jobber knows that the returned-goods tax is something very serious. I hesitate to tell you how much of a loss this causes for us. It is plenty.

"Well, our catalogue guarantees satisfaction. This means that if goods are not satisfactory they can be sent back and that we will adjust the whole matter to the customer's liking. In an effort to evade part of the heavy burden our returned-goods department

resorted to all sorts of shifty practices. The customer naturally was right in theory, but in fact this department acted on the assumption that he was wrong. Adjustments were not made correctly and many customers were lost because they were not allowed to work the returned-goods privilege to the limit.

"Many of them imposed upon us as a matter of course. But we decided, after talking the matter over, that we either should change our policy in this respect or leave the thing wide open for any abuse that might creep in, trusting to the retailer's honesty and his sense of fairness to do something near the right thing. There can't be any half-way policy about matters of this kind. Either we should receive returned goods or we should not."

## FRANKNESS LED TO BETTER UNDERSTANDING

The results of this executive's investigation communicated to his associates in the firm stirred up a lot of interesting discussion on the subject of returned goods which will be worth the telling here.

The sales manager took the operating department to task because of its poor packing and its delay in shipments. Much of the merchandise was returned because of damages it received while being shipped. Other goods were sent back because they got to their destination too late to fill the merchant's requirements.

This brought out the interesting declaration that the service and the packing were just as good as they should be. It would be easy to pack the goods better and to have more men so that prompter service could be given. But this would cost enough to

# The Peace Treaty Dispatch The Paper That Lead the Continent

**United Press Associations**

INCORPORATED IN NEW YORK

SUPPLYING MORE AFTERNOON NEWSPAPERS THAN ANY OTHER NEWS AGENCY IN THE WORLD.

**GENERAL OFFICES**  
**WORLD BUILDING, NEW YORK CITY**

May 8, 1919.

C. F. Crandall, Esq.,  
Editor, Montreal Star,  
Montreal, Que.

Dear Sir:

The United Press doffs its hat to The Montreal Daily Star.

Congratulations on beating every newspaper on this continent in supplying the public with the complete text of the Peace Treaty summary. The United Press is gratified that it was able to second your splendid enterprise by supplying three direct wires to The Star Office, thus enabling you, in co-operation with your New York bureau, to have the text in less than one-third of the time taken by other papers in receiving it.

The New York papers, which received the text en bloc on its release at 1 o'clock, did not equal your record.

The United Press is proud to be associated with The Montreal Star in being daily the first to supply its public with the biggest news in history.

Yours very truly,

General Manager.



**It is a significant fact  
that our accounts are  
rarely solicited by  
other Advertising  
Agencies.**

**The Power, Alexander & Jenkins Co.  
Advertising  
Detroit**



### **Why? You Know Why!**

**S**OME good printers in the larger cities never get to be known away from home; some never grow beyond neighborhood patronage. Yet some printers in smaller cities acquire national following.

As the largest and only complete lithographing, steel engraving and printing establishment in Youngstown we do more business locally than any other—but we long ago ceased to be a local institution; 60% of our big business comes from other cities and other states. For we do work of distinction—of such distinction that discriminating buyers in well-supplied big cities seek us and willingly pay the prices we ask.

### **The Edwards Company**

**Distinctive Business Stationery—Impressive Direct Advertising**

**Youngstown, Ohio**

**Merit Medal, Graphic Arts Exhibition, London, 1914.**

offset the profit on the additional business that would be gained through such a policy. This certainly is figuring it down to a fine point, but the house in question has the figures to prove its contention. This is a little sidelight on the efforts some big firms make to keep down the cost of selling goods.

The outcome of the discussion was that the returned-goods privilege was retained in its wide-open form, but the whole proposition put up to the customer with the utmost frankness. All the cards would be laid on the table and the customer would have the deciding vote.

The next issue of the catalogue contained a message to customers under the unusual heading of "Must We Butter You?"

"When we as business men have unpleasant things to say to our customers, who also are business men, do we have to proceed gingerly for fear of hurting somebody's feelings, or can we talk in plain English?" the announcement asked.

Then the returned-goods proposition was taken up. The customers were reminded that the house tried its utmost to keep down the cost of selling and handling goods because such a policy enabled the retailer to buy his goods at a lower cost and thus to simplify his problem of selling.

"But some of you retailers," it was said, "are unwittingly making it hard for us through a too liberal use of the returned-goods privilege. Of course, we want you to be satisfied, but wish you would give us a chance to make good before you send the merchandise back to us."

The announcement asked the retailer, when he received an unsatisfactory shipment, to talk to himself like this:

"My friend made a mistake in this shipment. I am not sure that I can use this merchandise, but I won't send it back forthwith. There may be some good reason that I don't know about. So I am going to notify the house and give it a chance to say what it wants to do. Most likely the mat-

## The Atlanta Journal Atlanta, Ga.

Ladies' Home Journal has used five full pages in The Atlanta Journal during May.

### Advertising in The Journal Sells the Goods

### Publishers of Leading Journal in Commercial Car Field

Need a first-class man to represent them in New York, New Jersey and Pennsylvania territory.

This company is one of the leading publication institutions of the country and takes pride in the family spirit which at all times exists throughout the organization. The man we want will be happy in this environment and his remuneration will be fully commensurate with results.

Previous experience on motor trade journals or trade papers desirable, but not absolutely essential.

Your letter should contain full details and will be treated with the utmost confidence.

**"A. F., Box 135**  
**Care Printers' Ink**



## Consumer Advertising

Experience  
of Seven Years

The manufacturer who has the right product to sell and the will and courage to advertise it properly can use my experience. I have a practical and theoretical knowledge of psychology, selling through manufacturer's salesmen, jobbers, dealers and direct to trade, knowledge of catalog and booklet building, sales letters and folders. Particularly well versed in building material advertising.

My experience has been gained with the Flincktoe Mfg. Co., Boston (sales promotion, 1 yr.), Thermograde Valve Co., Boston, (sales promotion, 1 yr.), Consolidated Engineering Co., Chicago (adv. mgr., 3 yrs.) and National Radiator Co., Johnstown, Pa. (adv. mgr., 3 yrs.). For the past year I have been in the Infantry branch of the service in the field, as an enlisted man.

Samples of work and testimonials can be shown, but the fact that this message is sent from overseas must be considered in anticipating compliance with requests.

I am 29 years of age, college education. The manufacturer who can use my services will be glad to give me a salary of \$2,500 per year and will make provisions for me to participate in some way in the earnings due to advertising effort.

I shall be glad to go wherever the prospects are brightest and will settle down.

H. TYLER KAY, Box 137, care Printers' Ink.

ter can be adjusted to our mutual satisfaction. I certainly have no object in causing this house unnecessary loss or inconvenience, and I am sure the house means to do the right thing by me."

The idea was that the matter could often be compromised or adjusted if the customer would take the matter up with the house before sending back the goods. This policy persisted in, with variations, for several months had a good effect. There was no change in the operating end, but fewer complaints were received and much less merchandise was sent back. The wide-open, frank policy in which full confidence was placed in the customer had a good effect and caused many a customer to overlook any comparatively unimportant substitution.

And then customers are lost because of lack of dignified firmness in correspondence.

A Texas retailer once wrote a venomous letter to a St. Louis jobber, taking him to task because he sent his catalogue to seven retailers in the Texas town.

### UNFAIR ATTITUDE OF CUSTOMERS COMBATED WITH FIRMNESS

"You are not a bit better than the retail mail-order houses," the letter said. "You shoot your catalogue in here without discrimination. Anybody can get it, and this makes wholesale prices common property. You lie when you say you deal only with merchants. You will sell to anybody who has a dollar to spend. The hardware and dry-goods stores here (among them) are strong competitors of ours. When they sell your goods they cater to our kind of trade. Either you quit selling them or we'll quit you. What do you want to do about it?"

The conventional way of answering this letter would be to express some polite regret over the retailer's erroneous idea, to assure him that his business was highly regarded, that the firm made every effort to keep its catalogue in the hands of bona-fide retailers and to assure him that the matter "will receive our early attention with a view to adjustment."

## Artists

to Join the Staff of an Advertising Service Dept.

The biggest Advertising Service Department in the country is adding to and improving its art department.

Good figure artists are needed.

Skilled retouchers.

Experienced letterers.

Men who can put life and quality into sketches for advertising suggestions.

There is room for all and room in the department to climb higher.

Location, New York City. State your qualifications by letter and interviews will be arranged.

Address "B. T." Box 132, care of Printers' Ink.



## The De Vinne Press

*seeks a few more clients  
who require a thoroughly dependable  
PRINTING SERVICE*

To manufacturers, merchants, banks, export and import houses, jobbers and others we offer the advantages of an organization of experts in every detail of printing.

To such clients we extend the complete modern mechanical facilities of one of the oldest and best known print shops in America.

Our overhead is only high enough to insure first quality and prompt production. Our efforts are ever to serve with true economy. . . . Interviews anywhere, any time.

Correspondence invited.

Complete facilities for printing  
for all purposes.

### THE DE VINNE PRESS

JAMES W. BOTHWELL  
Pres. & Gen. Mgr.

393-399 Lafayette Street  
New York

# What the Girls Told Us about Themselves, their Homes and The Girls' Companion



— is the title of a booklet that will give you a line on the Advertising Importance of the GIRL in the Home. A tabulation, conveniently arranged, of firsthand information given us in personal letters from 2,066 GIRLS. Full of interesting facts and reliable data on this new field. A copy is yours for the asking.

**David C. Cook Publishing Co., Elgin, Ill.**

WESLEY B. FARNILOE, Advertising Manager

Roy Barnhill, Inc. 23 East 26th Street, New York  
Chas. H. Shattuck, People's Gas Building, Chicago  
Sam Dennis, Globe-Democrat Building, St. Louis

**'Cook's WEEKLY TRIO: A MILLION BOYS AND GIRLS'**

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

## *"Like the Progressive Proofs, or Better"—*

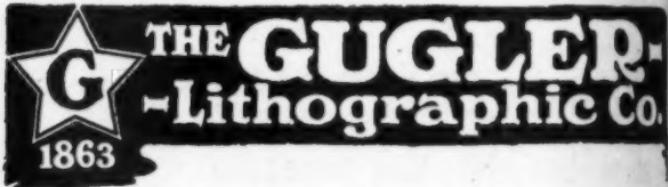
is an attainable ideal when Trichromatic plates are used. That's because we always keep *printing* requirements in mind, and never "jockey" our proofs to show something not actually in the plates!

### The TRICHROMATIC Engraving Company

PRINTING CRAFTS BLDG., 461 EIGHTH AVENUE, N. Y. C.

J. H. TRYON

C. A. GROTH



### Selling Fruit Juice Beverages

When a customer goes into a store to buy a bottled fruit juice beverage, what happens?

There is the bottle, with all its sparkling goodness, making a strong thirst appeal. But how about the label that stands out so prominently? Does it add to the appeal? Will it help or hinder, the sale?

Gugler service, with its originality of ideas, long experience and exceptional facilities, helps you get the kind of label that will play its part successfully.

*Write for samples of effective labels  
have us submit sketch and estimate*

THE GUGLER LITHOGRAPHIC CO.  
Milwaukee and Chicago

MILWAUKEE AND CHICAGO.

it to your complete satisfaction." But the St. Louis jobber informed the belligerent Texan that the catalogue list in that town would remain the same.

"We have the same right to sell these people," the letter said, "as you have to sell anybody who comes into your store. The mere fact that you buy goods from us does not by any means entitle you to a monopoly of our merchandise and selling-helps in your town. We assume that you buy goods from us not out of sentiment but because our prices and our quality please you. That is the only basis on which we wish to sell goods to any retailer. We delight in friendly relations with our customers. But that is not the basis on which our business and your business can grow. Just as long as our goods, our prices, our service and our selling-helps appeal to you we want you to continue buying from us. But if you insist on any other basis, then we shall have to admit that we are not interested."

It is necessary to use the big stick once in a while. The customer is not always right by any means. Some retailers are as unreasonable as any of the people who buy from them could possibly be.

Another bad habit some houses have which results in loss of customers is that of continually inviting criticisms.

"What is wrong with us? Wherein do our goods not average up to those you buy elsewhere? What is there about our service you do not like? Do you like the way we describe our goods? Are our illustrations clear enough? What can you suggest for us to do that would make you better satisfied in your dealings with us?"

This is a composite view of several announcements recently made in a certain catalogue.

#### THE KIND OF CRITICISM THAT SHOULD BE SOUGHT

Constructive suggestions are and should be always welcome by the truly progressive firm. This is really what is wanted by those

## PROBABLY THERE IS A NEW YORK CITY ADVERTISING AGENCY DESIRING A PRODUCER ASSOCIATE

Their Ideal would be  
a man who has

—successfully built one strong advertising agency.

—the ability to build another agency—and will do so himself unless he decides that by joining an established agency, he can positively render an earlier and more resultful service to clients.

—a knowledge of—where needy clients are and how to annex them to his Agency.

—a broad acquaintance among men of consequence, from whom to select future clients.

—had extensive experience in merchandising, *in writing copy with punch and pull*, and has a record for personally selling large amounts of quality advertising.

—a provable record absolutely establishing claims here made, to whom such an agency would gladly pay the price of having him associated with them.

Such a man is actually available, and will treat all correspondence from such an Agency as strictly confidential. He can be interviewed by addressing

P. I. Box 33  
care Printers' Ink

# Illinois State Register

Springfield, Ill.

Now an afternoon newspaper — the only afternoon newspaper—with a larger circulation than any newspaper in the state of Illinois, outside of Chicago.

**Advertising Rates**  
**4c Agate line flat**

*For further information address*

**Verree & Conklin**  
225 5th Avenue, New York  
28 E. Jackson Blvd., Chicago  
11 Lafayette Blvd., Detroit

firms who invite the indiscriminate criticisms just spoken of. But they make their invitation so wide open and word it so unhappily that it gives a lot of captious people just the opening they want.

The way to invite constructive suggestions is simply to do exactly that and nothing more. It is a capital mistake to point out specific things like prices, service, catalogue descriptions, illustrations and ask if the customer likes them. When an invitation is thus specific a customer is very likely to get the idea that the house is either wrong or at least is not sure of itself in these important particulars.

This psychological effect upon the customer represents only a part of the damage done. If they write—and many of them will—then the letter should be taken care of frankly and correctly or you are in danger of losing customers.

The Sefton Manufacturing Company, of Chicago, maker of corrugated fibre board, sends out a letter to some of its customers that is an illuminating example of the right kind of way to invite complaints. This letter says:

"We would like to have a kick from you—a straight-from-the-shoulder kick! You can make it just as loud and long as you wish. The bigger it is the better we will like it."

"Sometimes we injure our friends—unintentionally, of course. We make mistakes; but we're always more than willing to rectify them when we have the opportunity."

"Now, it is possible that your business suffered an injury from some mistake of ours. We haven't had an order from you for something like a year."

"This business, you know, has grown big by making friends and keeping them. And we would rather hold our old customers than make new ones."

"So we are going to ask you to tell us frankly just why we failed to continue to receive business from you. You may rest assured that we will do all we can to adjust any complaint, whether it is



## "PRINTED IN CANADA"

Did you ever stop to think what this imprint would mean to you in your Canadian campaign?

The business to be obtained from your advertising is your first consideration.

Your next problem is that of

### ECONOMY

We can save you money on the printed matter you circulate in Canada. The Duty is heavy and can be avoided.

### SERVICE and QUALITY

have built up our business with American advertisers.

We specialize in Process Color Work.

Write us and let us show you.

## ACTON PUBLISHING CO., Limited

*Printers      Designers      Publishers*  
TORONTO - Canada - MONTREAL

A new out-door  
Metal sign, that is an  
electric sign at night.  
for your live dealers.

These signs will be gladly bought by your dealers. They meet a demand long felt for a *low-priced* electric sign at ridiculously low maintenance cost. These are printed all-metal signs without glass—an entirely new patented process, developed during the war. Only four to six 40-watt lamps required to illuminate both sides. Effect produced at night resembles regular electric signs with hundreds of tiny bulbs. Absolutely fool-proof. Made in small sizes only; largest size 30 in. by 40 in. Sold only in lots of 50 and up. All signs equipped with brackets for hanging, overhead wires and packed individually.

Used now by many national advertisers. Our Service Department furnishes plans to sell or rent these signs to your dealers. Write to

**THE ELWOOD MYERS COMPANY, Springfield, Ohio**  
Electric Sign Department

# Concentrate Your Advertising In

## NEW What can be done ENGLAND with \$20,000?

With this amount you can open up these great six northern states with her 7,000,000 population. Here are 40 excellent cities stretching from Bangor, Maine, to Bridgeport, Connecticut.

Concentrate your advertising in New England first. It is the logical place to start, easy to cover by a sales force, has receptive dealers, good daily newspapers to carry your message and an affluent class of citizens who have the money to buy the good things they want and the backbone to insist on getting what they call for.

Many successful advertising managers and agents advise that the greatest element of success is: Concentrate the advertising on a single section or market until it has been put into remarkably good shape, and then move on.

The manufacturers of goods who desire to enter the New England territory and get an excellent trade in New England would do well to "Go with the dealers" and with the

## "HOME DAILY NEWSPAPERS"

The home daily newspapers are strong, powerful and results producing.

The weekly wage money circulates freely: so the effects of advertising may be felt immediately.

New England offers a surely fruitful field for any advertiser.

TAUNTON, MASS.

DAILY  
GAZETTE

WORCESTER, MASS., GAZETTE

PAWTUCKET, R. I., TIMES

BRIDGEPORT, CT. POST and STAND-  
ARD-TELEGRAM

NEW HAVEN, CT., REGISTER

NEW LONDON, CT., DAY (Evening)

WATERBURY, CT., REPUBLICAN

PORTLAND, ME., EXPRESS

BURLINGTON, VT., FREE PRESS

MANCHESTER, N. H.

UNION and  
LEADER

FITCHBURG, MASS., SENTINEL

LOWELL, MASS., COURIER-CITI-

LYNN, MASS., ITEM

SALEM, MASS., NEWS

SPRINGFIELD, MASS., UNION

EACH OF THE NEWSPAPERS here

named is a power in its home com-

munity.

an hour or ten years old. A complaint never dies of old age here. "Don't wait until you are in a bad humor. Kick now! We've concluded that we deserve it, or you wouldn't have passed us up. And we're willing to take our medicine."

It will be observed that this company waits until there is an apparent reason for complaint. The fact that the customer's purchases have fallen off is evidence that there is something wrong. Seeking this out is widely different from the practice of inviting general criticisms.

Unless one is ready and willing to enter into a correspondence defense of his methods, policies and prices, he had better not invite the criticisms.

A manufacturer or jobber should not in so many words place himself upon a pedestal and raise himself to a fancied height from which he can talk down to his customers. But he can and should convey the impression that he knows his business. If he sells by a catalogue he should praise that catalogue rather than point out possible weaknesses. PRINTERS' INK has said that it is poor advertising for one constantly to be talking about himself. Correct. It takes a great deal more than self-praise to cause a retailer to become thoroughly sold on a house. But self-praise is better than a too vigorous reaching out for criticisms.

It is to be assumed that you are doing things as nearly right as you can. If you are not, you will hear about it soon enough.

#### Bregenzer With Carbic Mfg. Co.

Dou Bregenzer, formerly with the Allied Publicity Bureau, Cleveland, has been appointed advertising manager for the Carbic Manufacturing Company, Duluth, Minn. He will have headquarters in Chicago, assuming his new duties on June 1.

#### Directs Sales of Ford Cars

William A. Ryan has succeeded Norval A. Hawkins as director of sales of the Ford Motor Co. Mr. Hawkins resigned some time ago. During the time he held the office Mr. Ryan was his assistant.

April 1, 1919  
P. O. Statement of Circulation

## PORTLAND

Maine

The jobbing center.  
The financial center.  
The social center.  
The business center.

## THE EVENING EXPRESS

Portland's Only Afternoon Daily

*Daily Circulation*  
**25,263 net paid**

## SUNDAY TELEGRAM

**21,549 net paid**

Two mighty good propositions for space buyers.

*The Julius Mathews Special Agency*  
Boston—New York—Chicago

## A SURVEY

### of Bridgeport's Beautiful Homes

will prove to any advertiser the great buying power of this great industrial city. These homes are an index of the prosperity of its people. The high wages that the city has paid its workers for years is reflected in their homes.

The splendid business of the mercantile establishments in Bridgeport PROVES the buying capacity of Bridgeport's workers.

The desire to purchase is created when advertising appears in the

## Post and Standard- Telegram

Connecticut's Largest Circulation!

**A Wonderful  
Selling Power!**

*The Julius Mathews Special Agency*  
Boston—New York—Chicago

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rosell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line—net. Minimum order \$2.50.

JOHN IRVING ROMER, Editor  
R. W. PALMER, News Editor

EDITORIAL STAFF:  
John Allen Murphy Roy Dickinson  
Frederick C. Kendall Burnham McLeary  
Helen A. Ballard  
Chicago: G. A. Nichols  
London: Thomas Russell

NEW YORK, MAY 22, 1919

### The Banker A recent price-cutting fight between two big Counsel

New York department stores, which before it was finished turned the stores almost into organizations for the distribution of soap, threads and other commodities, brings up again a question of national importance. Many merchants in the country are not making a profit on one-half of the articles they sell. Mistaken as the policy may have been, the department stores wished to advertise, by underselling their competitors on a "leader." The small merchant is apt to lose money on half of his products, because he doesn't know how much it costs him to do busi-

ness. The merchant who keeps a good accounting system is often called upon to carry along his inefficient brother, because a local bank lends money to the heavy borrower, sometimes the more inefficient merchant. Acting as a medium of exchange, the banker, therefore, often turns over the money of the man who keeps good books and knows what it costs to do business, to the man who is going ahead somewhat blindly.

The local bankers of the country would be doing a great service to the nation as a whole if they would install and then advertise a "merchandising counsel" department in each bank. Many large national organizations, such as the Victor Talking Machine Company, now have men out to help the merchants improve their sales methods, to show them how they can make more profit and increase their business, men who have nothing to sell but service. The local banker can profit from this example. As the bank has service for sale, it can increase its service and by increasing its service, increase its circle of usefulness.

The bank which uses paid space in local newspapers to advertise merchandising counsel of this kind would not only get a jump on its competitors, increase its number of well-wishers and depositors, but also would do much toward solving a problem of national importance.

**Advertising and Self-Serve Stores** The most striking development in distribution during the last two years has been the growth of the self-serve store.

Many persons have attributed this to the war, principally to the shortage of labor. They predicted that with the coming of peace the self-serve store would no longer find much excuse for existence.

But these predictions have not been fulfilled. The expansion of the self-serve store since the signing of the armistice has gone on just as before. The plan has been

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extended into nearly every kind of retail business. We now have not only grocerias, but dresserias, shoeterias and every other kind of "teria." The latest is a self-service necktie shop, operating under the name of scarfeteria. Undoubtedly the scarcity of clerical help brought about by the war has had something to do with this unique development. But that is only one cause and it is not the principal one.

For years the cost of selling goods at retail has been steadily mounting. The self-serve store is one of the plans that is being tried out to stem the tide of increasing costs, and in this respect, in many cases at least, it is meeting with conspicuous success. The idea is as yet in the experimental stage, however, and whether or not it offers a permanent solution of the high cost of retail selling remains to be seen.

There is a third reason in explanation of the growth of the self-service plan and from the advertising standpoint it is probably the most significant. A goodly number of persons seriously object to the super-salesmanship that is practiced in many stores, and are glad of a chance to be able to patronize a store where they can leisurely select their wares without being influenced by an aggressive salesman. For years PRINTERS' INK has been pointing out that many persons are timid about buying. They are actually either afraid or bashful of the salesman. It is a well-known fact that the mail-order houses have recruited a good percentage of their patrons from this class. People of this type find too much service objectionable. They often like to wait on themselves. They usually know before they go to a store just what they want and it riles them to have a salesman try to swerve them from their purpose. Of course, these people like the self-service store.

Now it is an interesting fact that advertising tends to increase the number of these independent shoppers. It does not create timid

buyers, but it does make buyers more conscious of what they want and it makes them less patient with the salesman who tries to sell them something else or who otherwise stands in the way of their desires.

This is at least one explanation of the self-serve idea and it is one that is highly suggestive of the influence of advertising in shaping distributing methods.

**The Advertising Value of Conventions** Some cities seem to hold an exaggerated view of the advertising value of conventions and of other events that are supposed to attract national attention. Of course a convention brings a lot of strangers to the city. It is imagined that while they are there they will not only spend a lot of money, but they will also gain first-hand acquaintance with the residential and commercial advantages of the community. Another consideration is that having an event of importance in its midst, gets the city's name into the headlines of the nation's newspapers.

There is no denying that every time a city gets a stranger to visit it, something has been gained. If these strangers can be attracted in large numbers, as is the case where a convention is held, so much the better. But a gathering of this kind can be obtained at too high a price. True enough the city may get some advertising out of the event, but more should not be paid for the advertising than it is worth.

In other words, a community should be sold as a convention centre just as an article of merchandise is sold, and that is on its merit for the purpose offered. It should not be necessary to offer the prospect extra inducements to get him to buy. Neither should it be necessary to offer societies or associations a financial consideration to get them to convene in a city. Giving a bonus to get a convention smacks too much of the extra rebate, which has been discredited in merchandise selling.

Viewed purely as advertising, a

convention is not worth buying. If it is going to cost a city \$50,000 or \$100,000 or some other large sum to get a gathering of this sort, the money could be invested more profitably in advertising in other ways.

For example, different towns have been offering various large amounts to the promoters of the Willard-Dempsey bout to have the contest staged in their community. Certainly this proposed fight will get the city where it is held, into the date lines of hundreds of newspapers, but is this worth \$100,000 or any other large sum to the city? From the advertising viewpoint, assuredly not. The city will be merely buying press "dope." It will not be advertising. The same amount of money, invested in regular media, would give the city better advertising and a great deal more of it, than the press notices of the boxing match could possibly obtain.

#### *Advertising Which War Could Not Stamp Out*

The advertiser who always is seeking an excuse for cutting his appropriation will find the experience of the Omega Chemical Company, owner of Cadum ointment and soap, in France, interesting. Cut off by war from the principal advertising medium, the newspaper, this concern had the opportunity of watching former advertising hold steady the good will built in pre-war days.

Demand for Cadum continued during the war and thousands of new sales were made by former advertising to the American soldiers who arrived with the A. E. F. Most of these sales were the result of window displays which graphically showed the use of the product. Many a cootie bite had the scratch taken out of it as a result of Cadum's good-will investment. These displays were of course the direct result of dealer co-operation — co-operation obtained and backed by advertising.

The manufacturer who sees no immediate reason for advertising can find a hint here. Has he

built his good will so that an unusual and unexpected business condition will be met by continued sales? Has he won his dealers so they will stick to his product through the fight?

A statement of present sales volume, no matter how imposing, will not answer this question. But consistent, well-planned advertising will assure him the same sort of chance Cadum got in wartime France.

#### Field Workers Compare Americanization Methods

A meeting of interest to advertisers, agents and publishers who are interested in Americanization and reaching the foreign-born by the printed word was held at Washington last week. Men and women with practical experience in work among the foreign-born on May 12 met for a four-day conference on methods under the auspices of the Americanization Division of the Department of the Interior. Ways and means were discussed, not of arousing the country to the necessity of the work, but how it may be carried out.

"Only out of the personal experience of the devoted workers in the past can an intelligent and efficient programme be prepared for the future," says Fred C. Butler, Director of Americanization.

The way to accomplish certain results, actual experiences instead of verdicts, what not to do in Americanization, these were some of the things brought out in discussion. Plans are now being formulated to make the wealth of experience uncovered in the conference available for use in the communities and industries of the country.

The speakers at the Washington meeting were Fred C. Butler, Dr. F. P. Claxton, commissioner of education; Herbert Kaufman, special assistant to the Secretary of the Interior; Charles F. Towne, director of immigration of the Massachusetts Bureau of Education; W. A. Wilson, manager educational department Columbia Graphophone Company; C. C. De Witt, supervisor of English Schools of the Ford Motor Company; Franklin K. Lane, Secretary of the Interior; and Miss Gertrude Van Hoesen, of the Extension Work for Women of the Department of Agriculture.

#### Service Men Return to Critchfield

Six members of the advertising agency of Critchfield & Company, Chicago, have returned to their duties, having been discharged from military service. They are: Roger Tuttle, Roy C. Scrymger, Herbert Beck, Raymond Blackwell, Trygve Tveten and Dick Barron. They served with the 149th Field Artillery in the Rainbow Division.

## MISS IDA M. TARBELL

first became famous as a historian and biographer. Her "Life of Lincoln" was placed by Charles A. Dana, of the Sun, among ten indispensable books. Her "New Ideals of Business" is just being published in French. Miss Tarbell's book, "The Business of Being a Woman," etc., and her place on the Women's Committee of The Council of National Defense, have made her an authority in the higher interests of women. She writes in this field with sympathy, knowledge and with historical sense.



### THE FRENCH WOMAN and HER NEW WORLD

Miss Tarbell has been in France for several months, renewing acquaintance with distinguished and interesting women whom she had known during a long residence in Paris, and making new studies of the activities of women. There has been a great awakening among the women of France as a result of the war. They have been venturing into all the forms of work and occupation. Their responsibilities and participation in war times have led to new sense of place and new demands. The war brought us the same admiration for French women that it did for French men.

We have just received from Miss Tarbell some noble and thrilling stories of women, who are bravely going at the task of rebuilding their beloved country.

The article entitled "Freedom" in this number is a fine example of what we may expect from this writer, who is distinguished by her rare human sympathies as much as by her literary talent.

### THE RED CROSS MAGAZINE

COLE & FREER  
Peoples Gas Building      Hippodrome Building  
Chicago, Ill.      Cleveland, O.

A. EUGENE BOLLES, Advertising Mgr.,  
120 West 32nd Street, New York City

To secure Trade from South and Central America, Mexico, West Indies, Spain, Portugal, etc.

**ADVERTISE IN**

**EL COMERCIO**  
Established 1875



The Oldest Export  
Trade Journal in the  
world.

Circulation Audited by  
A. B. C.

Sample Copy, Circula-  
lar Rates and full par-  
ticulars upon request.

**J. Shepherd Clark Co.**

Editors and Publishers

BURNET L. CLARK, President & Mgr.  
114 Liberty St., New York City

**Sales Promotion  
Man Wanted**

A large manufacturing concern selling in a national way through salesmen and dealers, desires an experienced sales promotion man.

Applicant must have a good education, be an experienced letter writer, a good correspondent, and capable of handling a large amount of detail work. Ability to prepare attractive dealer literature might be of assistance.

Address, stating education, experience, age and salary desired.

"L.M." Box 136, Printers Ink

**YOU CANNOT BUY OUR IDEA  
UNLESS IT WILL SELL YOUR GOODS**

**B & B SIGN CO., INC.**

341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays  
Counter Display Cases

**FOR CANADIAN ADVERTISING  
CALL IN**

**SMITH, DENNE & MOORE LTD.**  
TORONTO - MONTREAL

**Penton Publishing Company's  
Additions**

The Penton Publishing Company, of Cleveland, has added the following men to its staff: Leonard Drew, formerly with D. Van Nostrand Company, New York, is connected with the advertising department; J. F. Ahrens, who has just been released from the Service, resumes his connection as advertising representative in New York; and Robert L. Roessler, formerly with Fuller & Smith, Cleveland, has joined the copy and service staff.

**Two Join Brearley-Hamilton  
Agency**

E. D. Wolaver, recently with the sales and advertising department of Berkey & Gay Furniture Company, of Grand Rapids, Mich., and previous to that with N. W. Ayer & Son, Philadelphia, has entered the service of the Brearley-Hamilton Company, Grand Rapids advertising agency. Burton McK. Smith, returned from navy service in France, has also joined the Brearley-Hamilton staff.

**Miss Anna Assens Now Adver-  
tising Manager**

Miss Anna Assens, formerly of the display advertising department of the Chicago *Daily News* has become advertising manager of the Chicago Saving Bank & Trust Co.

**H. C. Little Joins Cusack  
Company**

H. C. Little has joined the sales department of the Thos. Cusack Company, New York. Mr. Little was with the O. J. Gude Company for fourteen years.

**Mail Order  
ADVERTISING**

An advertiser who had an excellent article, sold by mail and over counters, found that his sales were falling off. He came to us for counsel. We submitted four ways and added three to fill the gap. The advertiser's records showed over 320 per cent. increase in business, chiefly traceable to that revision. It took us years to learn what to do. Write, telephone or call: 16 West 44 Street, New York; 28 East Madison Street, Chicago.

**SCOTT & SCOTT**

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WASHINGTON  
PITTSBURGH  
BUFFALO

105 WO

Adres

## "Right Away, Sir"

**"Rapid Service"** means all the name implies—Prompt, Efficient handling of your Electro-type orders—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

### The Rapid Electrotype Company

W. H. KAUFMANN, President and General Manager

Largest Makers and Distributors of Advertising Plates in the World

New York

CINCINNATI

Chicago

REFERENCES.—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what **Rapid's Service** means.

## Reaching Retail Salespeople

Some firms are going to the expense of publishing a special house organ for the retail salespeople, realizing the great importance of reaching them. Others are buying my weekly BETTER SELLING BULLETINS and putting a special message on the backs of the sheets. Let me explain.

*S. Roland Hall*  
FIRST NATIONAL BANK BUILDING  
EASTON, PENNSYLVANIA

## GO AFTER OUT-OF-TOWN BUSINESS

USE THIS \$10 TRY-OUT LIST

CIRCULATION 2,925,000—NEARLY 9,000,000 READERS

YOUR 24-WORD AGENTS, SALES-  
MEN OR HELP WANTED (MALE  
OR FEMALE) ADVERTISEMENT IN-  
SERVED ONE TIME IN ENTIRE  
LIST, \$10. EACH ADDITIONAL SIX  
WORDS, \$3.50.

YOUR 24-WORD BUSINESS OPPOR-  
TUNITY, FINANCIAL, REAL ESTATE,  
FOR SALE ADVERTISEMENT IN-  
SERVED ONE TIME IN ENTIRE LIST,  
\$11.60. EACH ADDITIONAL SIX  
WORDS, \$2.90.

CHICAGO TRIBUNE	PHILA. INQUIRER	ST. LOUIS POST-DISPATCH
WASHINGTON POST	BOSTON GLOBE	CLEVELAND PLAIN-DEALER
PITTSBURG PRESS	ST. PAUL NEWS	CINCINNATI ENQUIRER
BUFFALO COURIER	DENVER NEWS	SAN FRANCISCO CHRONICLE

ARKENBERG SPECIAL AGENCY

705 WORLD BLDG., NEW YORK 1123 LYTTON BLDG., CHICAGO  
Advertisers—Write for Bulletin 138 Containing other Bargain Lists  
Advertising Agents—Write for Commission Proposition

## The Little Schoolmaster Classroom

"TELL me a new way to doll up our testimonials," remarked an old crony of the Schoolmaster not so long since, "and I will buy you a box of Colorado Claros."

One of the earliest forms of advertising, the testimonial, suffers most from lack of originality in handling. Give it a new dress, however, and it turns the trick quicker than many more recent advertising inventions.

The Schoolmaster recalls one organization that, tiring of mailing prospective trade neatly boiler-plated letters of commendation, conspired with a half-dozen chummy customers to write letters over their personal signatures. It has been done before, but in this case it worked sure fire. Fifty prospects were carefully selected and a similar number of neatly typewritten letters with the warmth of the human hand-clasp tucked somewhere between the salutation and the complimentary close, were delivered by the salesman to the six star customers. They were signed and mailed out from the merchant's home town at scheduled intervals.

"Bill Stevens browsed in here the other day," read one letter, "and while he was booking me up for my spring order mentioned that he is working you for the agency. It is none of my darned business, of course, but being a fellow merchant I thought my outside-inside point of view might be helpful. I have sold Triple-wear Hosiery for five years. At first I only stocked a \$25 order. But last year my sales totaled \$639. . . ."

The other letters were written in similar vein. Of course, the Schoolmaster might criticize the apparently obvious mechanics of six letters following at clock work intervals. But in this case he is assured that it turned the trick.

\* \* \*

The Schoolmaster is also re-

minded of another instance where the testimonial has been personalized. In this case it came from a salesman of Sweet Orr & Company. A recent addition to the traveling staff wrote his old employer in which he told his reasons for wanting to work for the firm.

"In the future I am going to sell Sweet Orr & Co., Inc., products. I have been in the business of selling overalls for years, like the game. I expect to continue in the business for a great many years to come, but to do this I must have the very best goods produced.

"I realize that for my own protection and for the future development of my business, as well as for the protection of my customers, I must not only have a manufacturer with the most modern equipment, but with plenty of capital and the best credit standing in the industry, and the manufacturer must be one that the public associates for years as the best."

Many businesses have been built up solely on the testimonial, but because the testimonial is often pictured with a halo around its head, some advertisers feel that its mere introduction into advertising copy spells success in the campaign. Novel twists in forms of advertising usually increase the percentage of sales. This is particularly true in the case of a testimonial where almost every business has used it in some form or another and the ultimate consumer has become somewhat hard-shelled to it.

\* \* \*

The right kind of copy in advertising can give an unusual product public approval.

Never has this point been more clearly brought out than in the case of the red feather. A short while ago men with red feathers, red neckties and handkerchiefs were being laud-

# Would You Reach Greenland and Patagonia with the Same Medium?

Recently the Department of Agriculture published a Bulletin outlining the results of an investigation of Lumber Distribution in the Middle West. Of the 10,969 retail lumber yards in the states covered, 81 per cent were located in towns of less than 500 population.

These yards were found to have an aggregate investment of more than

**\$300,000,000**

an average investment, per yard, of approximately \$31,500.

These "Lumber Yards" are the

## Department Stores of the Building Business.

What other class of retail merchants in towns of less than 500 can approach this financial showing?

The classes of commodities bought and sold by these Dealers are described fully in Bulletin D 1, recently off the press.

Your copy awaits your request.

Better ask, also, for Bulletin G 1, which is a discussion of certain salient points about

# LUMBER

Explaining in detail the reasons why a blanket circulation among Lumber Manufacturers and Lumber Dealers is almost as efficient as a circulation evenly balanced between Greenland and Patagonia; also why the Dealers' Edition of LUMBER is efficient, made as it is for Dealers exclusively.

## JOURNAL OF COMMERCE COMPANY

Wright Building - - - - St. Louis

LUMBER'S branch offices: 243 W. 39th St., New York; Guardian Bldg., Cleveland; Mallers Bldg., Chicago; 816 Fifteenth St., N.W., Washington, D.C.; 320 Market St., San Francisco.

# BUILDING SUPPLY NEWS

The only Dealer Paper  
in the Building Field.

612 Federal St. Chicago

The leading influence in an important new industry

# THE SOFT DRINK JOURNAL

Sample copy and rate card upon request  
418 So. Market St., Chicago

# The GAS RECORD

Will help you sell to manufactured and natural  
gas companies now readjusting themselves for  
bigger business and larger profits.

Leads in circulation, advertising  
and editorial influence.

A. B. P.      Semi-Monthly      A. B. C.  
CHICAGO: 20 W. Jackson Blvd.  
NEW YORK: 51 E. 42d St. Tel. Murray Hill 1081

The Authority on Screen Advertising

# REEL-SLIDE MAGAZINE

A brilliant publication, supreme in the  
new field of moving picture publicity.  
\$1.00 per year Send for sample  
Class Publications Inc.,  
418 South Market St., Chicago

# OIL NEWS

The Only  
Semi-Monthly  
in the  
OIL INDUSTRY

Shaw Publishing Company  
14 East Jackson Blvd., Chicago

# American Lumberman

Est. 1873.

CHICAGO, ILL.

National in circulation and editorial  
policy. Weekly markets through paid  
correspondents; largest circulation in  
lumber field; distinctive retail feature  
"Realm of the Retailer" written  
from the field. Adv. rates on request.

down in New York City by  
thusiastic marines.

During the last week of  
Victory Loan men and women  
stood in line to have a red feather  
presented to them, which  
wore with pride.

A change in copy turned  
trick.

Publicity in the first issue  
was given the fact that the  
feather meant revolution.

During the loan a good ad  
vertising man conceived the idea  
of making this bad trade-mark  
a good one, by selling the idea  
to every individual who purchased  
a second bond would be given  
a red feather as a mark of his  
loyalty.

Two days of advertising  
fact, and an invitation to  
"treated rough" became an  
admirable token to be worn with  
pride.

Even a color apparently  
advertised out of popularity  
\*\*\*\*

The Schoolmaster has  
bought a new house. He  
understands from reliable sources  
that ice is going to be very  
expensive this summer. Friend Williams  
has been urging him to buy a  
box, but having read many  
of those mysterious advertisements  
of the new way of keeping

# AMERICAN CUTLERY

Official Organ of American Cutlery Co.  
5,000 copies monthly, reading by dealers and jobbers. Sample on request.

15 Park Row      New York

# WESTERN BAKERS

A journal with a practical  
quality, it has found its way  
close to the hearts of bakers  
in the West.

508 Mission Street  
San Francisco

York City has had without ice, has been rather bold on this idea. If ice is going to be high, why use it? Why not make your own—has been his line of thought. But why all the mystery in advertising? Not one of the new inventions has mentioned ice. Is the price so awfully high? The Schoolmaster has always been afraid to ask, but if the price is high, why not give it, and a good reason? Why not now that it will save the price of the machine in a few years—say, to be reckoned not only in terms of ice, but in the time the man spends talking to the cook, the wear and tear on the kitchen floor and the kitchen chairs, the time spent in going over the ice man's bill, and the other similar interesting summer sports. The schoolmaster merely mentions this fact because if the price were stated after he saw it a few times, he would undoubtedly think that it was reasonable, no matter how high it really is. This air of mystery, however, has him scared to death, and he is afraid even to write to one of the manufacturers.

\* \* \*

"Here's a tip you can pass on to your scholars," said the production man of an advertising agency to the Schoolmaster. "It enables them to get three-color effects from two-color line plates and four from three."

"Suppose you are planning a black-and-orange or black-and-yellow poster or card, and desire a third color. Instead of using a black ink use an indigo blue. Wherever the black is needed, run the color first and the solid indigo over it. The result will be so far a black that even an expert will be deceived. The blue alone will have enough variation from this to make a pleasing combination with the black. A Ben Day screen of orange on a screened indigo will give a rich green depending for its intensity on the screens chosen. A light tint of

## THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution. Purchasing power of readers is many millions.

Best producer in the hotel field. Agency business solicited.

BEN. P. BRANHAM, Editor  
951-957 Insurance Exch., Chicago

## MILL SUPPLIES

A Profitable A. B. C. Medium for All Manufacturers of Mill, Mine and Steam Supplies, Machinery and Tools, Desiring to Increase Distribution Through the More than 2,000 Jobbers and Dealers in Their Line. Address

## MILL SUPPLIES,

597 South Dearborn St., Chicago.

## Office Appliances

The one journal which covers the field of office equipment

Two hundred twenty-five manufacturers making use of every issue. Send ten cents for sample copy. The government requests that we do not send it free.

417 So. Dearborn St., Chicago

## The INLAND PRINTER

Every number contains Copy, Type and Lay-Out Suggestions. Advertising men need it. Subscribe today and get our 100-page Book of Ideas Free.

632 Sherman Street, Chicago

## Petroleum

"Representative Magazine of the Oil Industry"

CHICAGO  
STEGER BLDG.

NEW YORK  
47 WEST 34TH ST.

## BUILDINGS and BUILDING MANAGEMENT

reaches the owners and managers of office buildings and apartment houses. These men buy the materials for both construction and maintenance. A rich field for advertisers.

130 N. Clark Street Chicago

## National Drug Clerk Drug Store Merchandising

600 SO. DEARBORN ST. CHICAGO, ILL.

**ALBERT R BOURGES**  
CONSULTING PHOTO ENGRAVER  
FLATIRON BUILDING NEW YORK CITY

**Your House Organ**

George Seton Thompson Co.  
122 W. Polk St., Chicago, Ill.

**\$35 to \$50 a thousand**

*Ask for Details*

Chicago concern may secure exceptional proposition on special house organ.

**Rate Book Canadian Advertising Mediums**

Correct 1919 adv. rates, closing dates, col. size, detailed circulation figures, all Canadian mediums, with 200 pages marketing data in LYDIATT'S BOOK (not an agency directory). Postpaid \$3 from

W. A. LYDIATT, Publisher  
58 Yonge St., Toronto, Can.

**If You File Rate Cards You Need Barbour's Rate Sheets Write Us Today**

538 South Clark Street, Chicago

**All Ways ADvantageous Advertising**

The Arkenberg-Machen-Dowd Co.  
63 Park Row, New York  
14 E. Jackson Blvd., Chicago. 406 Madison Ave., Toledo

PRINT IT  
Photographically in the  
**ROTOGRAVURE**  
PROCESS  
NEWSPAPER &  
MAGAZINE INSERTS

NEO-GRAVURE PRINTING CO.  
200 William Street New York

the blue produces a shade not unlike a regular half-tone grey.

"Four-color effects are obtained by using process red and yellow and indigo—a solid tint of either of the colors under the indigo making the black.

"Naturally, this has limitations, but its possibilities make it worth while for every advertising production man to know the little trick."

\* \* \*

The Schoolmaster was lately attracted by a very oblong folder reposing on the desk of a friend.

One Thing We Can't Do! was its naive challenge, stressed at the left by two curious eyes peering over a business paper and at the right by an elongated question mark.

Always interested in honest advertising, the Schoolmaster swung open the folder—it was hinged at the top—and beheld a severe caricature of a business man planted solidly on his office safe, a bulldog at his feet and across his knees a shot-gun pointed at the equally naive answer:

*Run our business without money*  
**HOW ABOUT A CHECK?**

**Mercein Advanced With Milwaukee Agency**

C. S. Mercein, copy director for Klu-Van Pietersom-Dunlap, Inc., Milwaukee, has been advanced to merchandising staff as an account executive. The copy department of the organization now is in charge of K. MacLean, who has been overseas in year with the Canadian army.

**Ernest L. Kreamer Back From the Army**

Ernest L. Kreamer, formerly director of advertising for the Oldsmobile Motor Car Company, of Pontiac, Mich., and recently discharged from service, has returned to his work with the legal firm of Howe, Fullam & Kreamer, of Chicago.

**Palenske With Charles Daniel Frey**

R. H. Palenske has joined the staff of the Charles Daniel Frey Company, Chicago. For ten years he was associated with the Chicago Daily News and Hearst publications, and for seven years was engaged in advertising agency work.

Wanted: Representative in Field. Advertising business. Hand-McNa...  
REPRE...  
Wanted: Tr...  
representative in...  
Field. Adver...  
vertising busi...  
Hand-McNa...  
World corr...  
can handle...  
news, small...  
for han...  
try not lar...  
Advertising...  
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catalog...  
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tunity...  
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## Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

### HELP WANTED

Wanted: Trade paper advertising representative in New York City, also Cleveland. Field covered promises record-breaking business. PIT and QUARRY, Sand-McNally Bldg., Chicago.

### REPRESENTATIVE WANTED

For publication with circulation of over eighteen hundred among municipal officials. NEW JERSEY MUNICIPALITIES, Princeton, N. J.

### ARTIST

Mechanical Retouching. Excellent permanent position for right man. The Herald Press, Limited, Montreal.

Would correspond with young man who can handle phone news service and local news, small city daily. Good proposition for hard worker; the immediate salary not large. Box 983, care Printers' Ink.

Advertising Manager wanted by established jewelry firm to take entire charge of mail-order department. Understanding catalogue work, etc. State experience, salary expected, etc. Excellent future for the right man. Box 996, care of Printers' Ink.

### Advertising Solicitor Wanted

\$500 to \$10,000 yearly to high class advertising man controlling from \$150,000 to \$200,000 gilt-edge business. Stock interest and official position in thriving Chicago agency of thorough organization, well financed and of excellent standing with publishers and advertisers, now open to right party. Simply requires more business to reach the million mark. No money required. Only those of unquestioned reputation and ability, who can guarantee the volume of business, need apply. Address in confidence Box 984, Printers' Ink.

Advertising Manager wanted for large Rug and Carpet Company doing a National business with National advertising. We would prefer a young man now with some live department store or manufacturing concern who carry National Advertising. Should be familiar with all kinds of follow up work. Fine opportunity for a comer. Box 981, c/o P. I.

Wanted: Advertising representative in New York City for rapidly growing public health journal. Write for appointment before May 27 to A. W. Hedrich, No. 1 Madison Avenue, New York City, care Dr. Lee K. Frankel.

### COMMERCIAL ARTIST

An automobile trade paper needs a man for their service department—one who can write good merchandising copy. State age, experience, salary, etc. Box 986, Printers' Ink.

### PRINTING

Exceptional opportunity for a thoroughly practical and experienced printer, as superintendent for medium-sized, rapidly growing non-union shop producing fine work. State experience, salary and references in detail. Box 994, Printers' Ink.

**ADVERTISING SOLICITOR**—Big New York magazine wants young man with a little knowledge of advertising for outside representation. An excellent opportunity to break into a big position. Drawing account and liberal commission. Write, giving full details of past business experience. Magazine, Box 988, care of Printers' Ink.

Want to get in touch with competent man or woman who has had advertising or newspaper experience and who would be willing to exchange part of their time and services for tuition in the American School of Osteopathy, the original and largest Osteopathy school. Applicant must be High School graduate. Address Dr. Geo. Still, Kirksville, Missouri.

### Advertising Agency Position

We need a man who can co-operate in the planning and carrying out of advertising campaigns—who has layout and type ideas and who can handle a certain portion of the copy work.

It is a position of real opportunity with a new agency that is growing rapidly.

Allied Publicity Bureau, 11705 Detroit Ave., Cleveland, Ohio.

## Insurance Advertising Man

We have an opening on our staff for a live wire; one who can produce advertising to sell insurance. We will want him to open up an advertising department in one of the leading mutual insurance companies. Compensation is limited only by his own ability to produce. Write us fully about yourself in strict confidence. Box 989, Printers' Ink.

**CHECKING AND ROUTINE CLERK**  
wanted in newspaper advertising agency. Must be active; opportunity; state salary and experience. Box 999, care of Printers' Ink.

**Wanted—Experienced salesman to call on Jobbing Trade in Central West,** by prominent manufacturer of Brass Valves. State experience and salary desired. Address Box 976, Printers' Ink.

### Advertising Solicitor

We have an opportunity in New York City for a high-class man, who can sell the largest buyers of advertising in the country. A strictly straight commission proposition with unlimited earning possibilities.

Applications held confidential. Send full details and photo to

**SALES MANAGER**  
826-32 Wade St., Cincinnati, Ohio

**A YOUNG MAN** who has had experience in preparing automobile or accessories catalogues, parts lists and other sales and service literature can capitalize his experience by joining the editorial staff of a growing and successful trade paper. He must be a bright, clean American, preferably unmarried. His letter must outline his education and experience in full and demonstrate his faith in himself. The need is urgent and the chance to grow depends very largely on the ability of the man selected for the work. Address Box 997, Printers' Ink.

### WANTED A Copy Chief

A writer—a *real* writer—a man with a genuine mastery of words; A thinker, a student, a *digger*; An *idealist*—who looks with dissatisfaction upon his best work; An omnivorous reader of literature—and of people;

A man who can teach as well as be taught.

The man we seek may be a copy chief now; but we doubt it. He may be a newspaper editor; a magazine writer, a school teacher, a college professor, a copywriter who is fast outgrowing his job. Whoever he is, he has been preparing himself—consciously or unconsciously—for the opportunity that is now offered him.

This opportunity exists with one of the largest and fastest-growing advertising agencies in America, and is unusual in every respect. Make your first letter earn an interview. Box 985, c/o P. I.

**COPYWRITER WANTED**—By a long established, fast-growing agency ranking among the first in the country. Wanted a copy man who can put 100% selling force into text and illustrations. No ordinary, average copywriter desired; neither anyone who feels that he has already reached his highest development. We want a "comer," a young worker, and are willing to pay what you are worth now and in the future. All applications treated confidentially. Box 1002, care of Printers' Ink.

**Experienced department store copy writer.** State experience and salary expected in first letter. Box 993, care of Printers' Ink.

**WANTED**—A growing manufacturing company located in Western Ohio has a splendid opening for a young man who has had experience in finance and accounting, either with a bank or some large manufacturing concern.

We want a man to take complete charge of our finance and accounting department. He must be a stickler for competency. We are not looking to hire a man, but want one who can see the opportunity offered and will build himself with a small purchase interest in the Company.

Correspondence will be treated strictly confidential. Please give full details stating salary expected. Box 994, care of Printers' Ink.

### MISCELLANEOUS

**FOR SALE**—Compotype (pica); Model Multigraph Printer No. 16, with automatic feed printers' ink attachment; electric drive; two stands and stool; perfect condition; in use about a month; with \$50 worth of type in case; all new; cost \$700; will sell cheap. Address Box 275, Newark, N. J.

### Printing Plants and Businesses

Bought and Sold  
**Printers' Outfitters**  
**American Type Founders Prints**  
**Printers' and Bookbinders'**  
**Machinery of Every Description**  
**CONNOR, FENDLER & CO.**  
Ninety-six Beckman St.  
New York City

**PORCELAIN ENAMEL SIGNS**  
LOOK BEST LAST LONGEST  
COST LESS IN THE END  
**THE PORCELAIN ENAMEL & MFG. CO.**  
BALTIMORE, MD.

Energetic  
\$3,000 cap-  
position, d-  
ness. If  
trading po-  
Charles L.

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ADVERT-  
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KURE

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Europe.

College

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Capab-

proof-

Port

Advertis-

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to be

dress

**TEED**—By a long agency main country. Want over 100% selling illustrations. No writer desired that is highest development. "A leader" to pay what I in the future confidential letters' ink.

Energetic man, married, 42, \$3,000 to \$5,000 capital, holding responsible public position, desires to conduct own business. If Maine branch desired, with trading population of 20,000, address Charles L. Jones, Waterville, Me.

## WE WANT

A suggestion or an idea for a novelty, publication, scheme, device, or any legitimate plan that will keep our \$200,000 lithographing, printing, and binding plant going on a non-competitive basis. A good proposition awaits the party whose suggestion we can adopt. Address Box 977, care Printers' Ink.

### SPECIAL WRAPPING PAPER OFFER

We have about 5 tons of sulphate manilla paper made two months ago. Will send samples and consider any reasonable offer.

Write E. H. P., Post Office Box 37, G. C. S., N. Y. C.

### POSITIONS WANTED

**YOUNG WOMAN WITH THOROUGH KNOWLEDGE OF MECHANICAL DETAIL DESIRES CHANGE; AGENCY EXPERIENCE. BOX 988, PRINTERS' INK.**

### OFFICE MANAGER

Experienced in credits, collections, sales, office details—good correspondent. Age 38, married. Present salary, \$2,500. Box 975, Printers' Ink.

**ADVERTISING copy and detail man with executive ability desires position as assistant to advertising manager. Age 23. Capable of creating good ideas and copy. Box 1001, Printers' Ink.**

**ADVERTISING COPY WRITER** with vision and enthusiasm wishes connection with a sound advertising agency, handling general or semi-technical accounts. Age 25. Box 1000, Printers' Ink.

**EUROPEAN REPRESENTATIVE** Business man, lively and experienced, well introduced, wishes to represent exclusively, good American firm in Europe. Box 980, Printers' Ink.

### EDITORIAL ASSISTANT

College graduate with literary ability desires position on a magazine. Capable of re-writing, editing and proof-reading. David Ferris Kirby, Fort Chester, N. Y.

Advertising manager of long and successful experience, now employed on a paper of over 100,000 circulation, wants to know of opportunity with big publication, trade or newspaper, as an organizer, systematizer, developer of new business, or in the service department. Willing that salary be moderate for a man of his grade, but opportunities must be immediate and abundant, or would like to learn of property that intelligent treatment would improve; remuneration to be on salary and stock basis. Address Box 978, care of Printers' Ink.

**ADVERTISING MANAGER**, now employed department store, city of 150,000, desires change to position with prospects. Mid-West store or agency preferred; nine years' experience. Box 982, Printers' Ink.

## I Want a House Organ

Well-known editor wishes to give part time to editing house organ for progressive company or organization. Will instill pep, common sense and taste into old or new publication. Address "Experience," Box 987, Printers' Ink.

## Business Builder

With record as progressive, productive, tactful executive, domestic-foreign experience, native American, age 40, war work concluded, now ready for constructive connection with future, expressed financially proportionate to results achieved. Box 992, Printers' Ink.

## PHILADELPHIANS

A very successful Advertising Man of wide experience, who will enter the Philadelphia Divinity School this fall will make immediate attractive arrangements with any merchant or manufacturer who could profit by his services afternoons. Married. Very reasonable salary. A rare opportunity for some one, positively worth investigating. For details address Box 990, Printers' Ink.

**WOMAN**, with ten years' experience conducting own advertising agency, handling various lines of business, desires connection with New York agency or manufacturing concern. Specialized on food products and women's articles. Two years' advertising manager large food manufacturer. Organized and directed agency, developed business, planned campaigns, local and national, produced ideas, edited monthly bulletin. Write copy, meet clients, work with artist, engraver and printer. Exceptional executive ability, combined with broad experience in advertising. Initiative, self-reliance, concentration, assume any responsibility. Minimum salary \$4000.00. Box 991, Printers' Ink.

## ADVERTISING MANAGER

Wide and thorough advertising experience of 5 years with one of America's largest and leading agencies, checking advertisements, estimating space, handling correspondence, executing details of large national accounts, following through art, printing and engraving details, writing copy on many products—copy that sold. 2½ years' merchandising experience with one of New York's finest retail stores. Just released from responsible executive position in army. Looking for advertising management of a live concern. College man, 32, unmarried. Address Box 995, care of Printers' Ink.

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## Flexibility

Advertising, to be effective, should be flexible enough to fit in with any sales plan. Outdoor Advertising from the very nature of its construction, can be used to advantage, because of its adaptability and flexibility to fit the needs of territory, commodity, dealer, consumer and whatever other medium is used.

**Thos. Cusack Co.**

CHICAGO

NEW YORK

*Largest Advertising Company in the World*

# Want Ads Ask \$25,000,000.<sup>00</sup> In One Week

Selling prices of real estate offered in Chicago Tribune want-ads were checked for one week in April. The total was in excess of **twenty-five million dollars.**

This total takes no account of the numerous ads in which price was omitted, nor does it include re-  
advertising of the same property.

During the same week building contracts let in the Chicago district were equal in number and value to those in New York, Boston, Philadelphia and Pittsburgh combined.

*Concentrate Your Advertising  
In The Chicago Territory and  
Its Dominant Selling Force:—*

## The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

**WRITE FOR 1919 BOOK OF FACTS**